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# PRESS RELEASE

## The North American Deck and Railing Association (NADRA) Introduces Its New Online Supplier Directory

**Irving, TX, September 30, 2009:** The North American Deck and Railing Association (NADRA) has announced a recent partnership with MultiView Inc., a leading publisher of Online Supplier Directories (OSD) for national associations, to launch the NADRA Deck and Railing Product & Service Guide.

The NADRA Deck and Railing Product & Service Guide will help NADRA provide their members and other industry professionals, with a unique online search tool that will give them quick access to an extensive directory of industry-specific products and services. The directory will be accessible through a prominent link located on the NADRA Web site: [www.NADRA.org](http://www.NADRA.org)

Within the NADRA Deck and Railing Product & Service Guide, online searchers will be able to easily locate products and services unique to the industry without the clutter of a general Internet search engine. Users will have the option of performing keyword-driven searches, or a category-specific search. Both methods will produce the most industry relevant results on the Web.

The guide will also include Request for Information (RFI) functionality. This feature allows users to contact participating suppliers with a click of their mouse. With a downloadable desktop search application available, association members will also have the ability to search for items directly from a small search window on their desktops – making the search process as convenient and time-efficient as possible.

Along with the option to purchase a graphically robust company listing, direct Website hyperlink and e-mail generation capacity, the guide will allow supplier companies to add videos to their listing for a small administrative fee. This feature gives guide users immediate access to video

formatted information and promotions that will help them easily procure products and services specific to their industry needs.

"NADRA clearly recognizes the benefits of aligning their members and decision makers with suppliers", said Dan Maitland, MultiView President. "The NADRA Deck and Railing Product & Service Guide saves professionals who specialize in the industry an incredible amount of time as they seek the resources they need."

#### **ABOUT NADRA**

NADRA is made up of deck builders, manufacturers, dealers/distributors, wholesalers, retailers, and service providers to the deck and railing industry. By working together we can be one voice for the industry and deliver a clear message to the consumer and the code development bodies. NADRA serves as a trade association with emphasis on safe building practices, and deck safety.

The mission of the North American Deck and Railing Association (NADRA) is to provide a unified source for the professional development, promotion, growth, and sustenance of the Deck and Railing building industry in North America so that members can exceed the expectations of their consumer.

#### **ABOUT MULTIVIEW**

MultiView Inc. is the leading publisher of Online Supplier Directories (OLSD) for associations.

Founded in 2000, MultiView offers digital publishing solutions that allow association members to avoid the frustrating and time-consuming clutter of today's overloaded information environment. Members can now easily find the goods, services and news information they need using individually tailored Online Supplier Directories and E- News Briefs provided to them at absolutely no cost as a value added benefit of their on-going association memberships.

To date, MultiView has partnered with over 150 associations to create more than 130 association guides and over 60 e-news briefs. All are backed by the quality of our people and the company's total commitment to customer satisfaction.

MultiView is a privately held corporation headquartered in Irving, Texas, with an additional office located in Alexandria, VA.

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