

MMA Global launches XOOPS based website - YAXS

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The [Mobile Marketing Association \(MMA\)](#) is the premier global association that strives to stimulate the growth of mobile marketing and its associated technology. MMA members include agencies, advertisers, hand held device manufacturers, carriers and operators, retailers, software providers and service providers, as well as any company focused on the potential of marketing via mobile devices.

[Http://www.mmaglobal.com](http://www.mmaglobal.com)

This site was launched yesterday at the Mobile Marketing Roadshow in Boston. Companies ranging from Disney to Cingular, top ad agency and more were in attendance.

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