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OAUG News Release

Oracle Applications Users Group Welcomes Karen E. Daniel as Director of Operations and Membership Marketing

ATLANTA – June 4, 2013 - The Oracle Applications Users Group (OAUG), the world's largest knowledgebase for Oracle® Applications users, today announced Karen E. Daniel as its new director of operations and membership marketing, who is responsible for creating and implementing strategic programs to recruit, retain and engage its members.

Daniel has more than 25 years of experience in the fields of marketing, communications, and nonprofit and association management. Prior to joining the OAUG, she served as marketing and communications director for a prominent nonprofit organization in Georgia, where she oversaw all marketing strategy within the organization, implemented marketing plans and led the development of a highly successful branding campaign. Daniel also held several positions at a professional association serving the pulp, paper, packaging and converting industry. Daniel has extensive experience creating communications plans and managing company messaging through publications, websites and social media outlets.

Daniel holds a Bachelor of Business Administration degree in marketing with an emphasis in sales and sales management from Georgia Southern College. She also holds a Membership Marketing Certificate from ASAE: The Center for Association Leadership. Daniel is a member of the American Society of Association Executives (ASAE) and the Georgia Society of Association Executives (GSAE).

"Daniel's addition to the OAUG team strengthens our ability to continue providing members with exceptional networking and education opportunities and positions us to enhance and expand the benefits we can offer the Oracle Applications users community," said Steven Hughes, OAUG executive director.

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About the Oracle Applications Users Group (OAUG®)

Founded in 1990, the Oracle Applications Users Group (OAUG) is the world's largest user knowledgebase for Oracle Applications users. The organization serves as an advocate to Oracle Corp. for companies worldwide and represents users of more than 65 Oracle Applications products including Oracle Fusion Applications, the Oracle E-Business Suite, Oracle's Agile, Oracle Hyperion, Oracle's Primavera EPPM, Oracle Communications, Oracle's Customer Experience including Oracle CRM On Demand and Oracle's Siebel CRM and others. The OAUG provides its members with education, networking and support via a wide range of activities and forums including conferences, publications, special interest groups and online communities. For more information about the OAUG, visit the website at oaug.org.

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