

**PRESS RELEASE: August 9, 2007**

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## **Five Sparrows, LLC Announces Free Online Business Expo Program for Michigan Chambers of Commerce**

HARTLAND, MICHIGAN, August 9, 2007 — Five Sparrows, LLC, today announced the launch of a new Online Business Expo program for Michigan Chambers of Commerce. The Online Business Expo program is free for Michigan Chambers, and gives them a way to generate additional revenue and offer more value to their members, while bringing more business to their local communities at the same time.

“Many Chambers in Michigan sponsor a physical Business Expo each year, and they are typically very well attended and popular with the community,” said Lauren Hobson, President of Five Sparrows. “The Online Business Expo gives Chambers a way to extend this successful event all year long, while providing Chamber members with a very effective promotional opportunity as well.”

Chamber members who participate in the Online Business Expo get their own virtual “Expo Booth,” which is a feature-rich, three-page web site that members can update and maintain through a very easy-to-use, browser-based interface. For members who want to have the work done for them, inexpensive maintenance options are available as well. Expo Booths include complete business information and descriptions, uploaded photos, uploaded pdf files, company logo, live links to email and web site addresses, Google map links, online coupons, search engine keywords, and more. Companies in the Online Expo also get a free premium listing in Michigan Biz Search, which helps further promote their businesses and improve their rankings in the search engines as well. Free training seminars are also available to help members learn how to use their Expo Booths as an online marketing and promotional tool.

“We also provide each Chamber with a complete Integrated Marketing Communications plan that includes all of the marketing and promotional materials needed to launch and grow their Online Business Expo,” said Hobson. “Everything is pre-written and customized to meet the timeframes and requirements of each specific Chamber, making the program very easy to implement and manage.

“By using the search engine and database technology that we built for Michigan Biz Search, we are able to offer this program to Michigan Chambers at no cost to them,” said Hobson. Chambers then have the flexibility to set their own Expo Booth pricing to fit the needs of their specific members, generate additional revenue, and provide even more value for their members.

The first Michigan Chamber to participate in the program is the Huron Valley Chamber of Commerce, located in Milford, Michigan. Initial response has been strong, and the Expo went live at the end of last month. The Huron Valley Chamber’s online expo is at [www.hvcc.michiganbizsearch.com](http://www.hvcc.michiganbizsearch.com).

### **About Five Sparrows, LLC**

Five Sparrows, LLC is a web site and marketing firm located in Hartland, Michigan that works primarily with small businesses and non-profits. The Online Business Expo program is built on Five Sparrows’ Michigan Biz Search technology, which is a complete online marketing solution designed for small businesses in Michigan, and includes a Michigan business directory, state-specific search engine, online coupons, search engine keywords and XML feeds, and mobile-device functionality so users can access information from their cell phones, Blackberries, and other mobile devices. For more information, please contact Five Sparrows, LLC at 810.923.1874 or visit us online at <http://www.fivesparrows.com>.

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