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## **Five Sparrows, LLC Announces Launch of Livingston County Home Show Web Site & Virtual Home Show**

HARTLAND, MICHIGAN, February 4, 2008 — Five Sparrows, LLC, today announced the launch of a new web site for the 45<sup>th</sup> annual Livingston County Home Show, sponsored by the Howell Area Chamber of Commerce. The new web site announces the details for this year's Home Show on April 4-6, and is also the premiere of the Livingston County Home Show's *virtual* home show that is new this year. The new web site's address is <http://www.livingstoncountyhomeshow.com>.

“This new resource keeps the Livingston County Home Show working for exhibitors even after the show is over,” said Susan Lundin, coordinator of the show. “When business owners participate in the Livingston County Home Show, that experience can now be extended all year long with their own Virtual Home Show booth.”

The virtual home show is designed to showcase the Livingston County Home Show exhibitors on the web, and provides them with a Virtual Home Show booth that is a complete three-page web site. Each booth is customized with the exhibitor's own business information, including a logo, business photos or graphics, unlimited online coupons, and marketing materials such as brochures, menus, price lists, or flyers. Booths are also equipped with direct links to Google Maps so customers can get directions with one mouse click, search engine keywords to improve the exhibitor's rankings in search engines like Google, live links to their existing web site and email address, and a free premium listing in Michigan Biz Search, a Michigan-only business directory and search engine at <http://www.michiganbizsearch.com>.

“The Howell Chamber has been very progressive in upgrading the Livingston County Home Show web site to include this added benefit for exhibitors,” said Lauren Hobson, President of Five Sparrows. “The Virtual Home Show booths give the exhibitors added visibility on the web, helps them build inbound links to boost their search engine placements, and provides them with an excellent promotional opportunity that extends the Home Show experience even after the physical show is over.”

Each Virtual Home Show booth comes with a password-protected control panel that enables exhibitors to make changes to their Virtual Home Show booth at any time. Free training classes are also provided to teach exhibitors how to change booth information, add new information, use keywords effectively, and make the most of their Virtual Home Show booth.

This added benefit is included at no extra charge in the exhibitor fee for those who are purchasing floor space at the show. It is also being offered to businesses interested in participating in the online version only without having a physical exhibit space at the Home Show.

Lundin said that for exhibitors, “this is a great opportunity to promote your business to the community, build an online presence for your business and keep the benefits of the Livingston County Home Show going all year long.”

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

Five Sparrows specializes in web sites and online marketing services for small businesses and non-profits, including web site design and development, complete search engine optimization, web hosting, and content management systems. Five Sparrows also provides online advertising and marketing solutions including e-newsletters, search marketing, and email marketing programs. Five Sparrows is located in Hartland, Michigan. For more information, call 810.923.1874 or visit <http://www.fivesparrows.com>.

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