

Five Sparrows, LLC Announces New Online Expo Program for South Lyon Chamber Members

HARTLAND, MICHIGAN, September 29, 2008 — Five Sparrows, LLC, today announced plans to create and launch a new Online Business Expo Program designed specifically for members of the South Lyon Chamber of Commerce to promote and market their businesses online. RPC Consultants, Inc., of South Lyon, Michigan, has been retained by the Chamber to work with Five Sparrows and manage the program on behalf of the Chamber.

The online expo will expand on the Chamber's existing physical Business Expo held each year in March by keeping the "Expo Experience" going all year long, as well as providing new promotional benefits to the South Lyon Chamber members.

"With the new Online Expo, our members and the people in our community will have access to our Business Expo all year long," said Roger Colosimo, South Lyon Chamber Board member and President of RPC Consultants, Inc. "It extends and continues the benefits of South Lyon's regular Business Expo (held in March each year) well beyond the date of the event itself."

The online expo features virtual "booths" that are customized with contact info, descriptions, photos, coupons, and links for each member's business. All of the booths are part of the Chamber's virtual "Expo Exhibit Hall," where users can find local businesses by using advanced searching features (by keyword, by business type, alphabetically, etc.). Booths also contain spam-protected email links, business web site links, Google map links, and info request links to make it easy for users to instantly connect with business owners.

"Each member gets their own virtual expo 'booth' that has been customized, which provides them with an outstanding online marketing opportunity," said Colosimo. "The booths get listed in search engines like Google, too, which can bring in a lot of additional leads and new business from the web."

The Online Expo Program will provide South Lyon Chamber members with another way to use the web as a business tool to reach their customers and prospects, and will give them access to powerful online marketing and promotional tools they may not otherwise be exposed to. The easy-to-use web interface also enables Chamber members to update or change their information in-house, making the expo booth both easy and convenient for members to manage themselves.

"We are very excited to work with the South Lyon Chamber members on this project," said Lauren Hobson, President of Five Sparrows, LLC, which is also a member of the South Lyon Chamber. "The Online Expo Program is a great benefit that the Chamber is offering to its membership, and demonstrates its commitment to supporting Chamber members and helping their businesses be successful."

Web site development work will begin this week, with the expected launch of the Online Expo Program to happen later this Fall.

About Five Sparrows, LLC

Five Sparrows is a Michigan web site development firm providing web sites and marketing services to small businesses and non-profit organizations, featuring custom-designed, purpose-built web sites (no template sites – ever!). Services include web site development, web site redesign, search engine optimization, web marketing and e-newsletters, and custom "always-on" marketing programs that combine web site services and other marketing initiatives into a convenient, affordable program. Five Sparrows is located in Hartland, Michigan. For more information, call 810-923-1874 or visit <http://www.fivesparrows.com>.

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