Sample #1: Charity Trucks Adds Friends of Multiple Sclerosis

FOR IMMEDIATE RELEASE

Media Contact: Bill McIntosh, President and CEO
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Charity Trucks Adds Friends of Multiple Sclerosis Utah Chapter as a Community Partner

Charity Trucks has expanded its presence in North America by adding Friends of Multiple Sclerosis Society Utah Chapter to its network of Community Partners. This will enable the nonprofit to pay for the six trucks that it uses to pick up and deliver donated items throughout the area.

CALABASAS, Calif. (Nov. 29, 20XX) – Charity Trucks Inc. has added Friends of Multiple Sclerosis Society in Salt Lake City, Utah as its newest Community Partner in North America. As a result, Friends of MS Utah Chapter is able to pay for the six trucks that it uses to pick up and deliver donated goods. At the same time, businesses will be able to advertise inexpensively on the trucks, exercise corporate social responsibility and help the environment.

“We offer businesses of all sizes a unique opportunity to support their community, generate tremendous goodwill and get amazing advertising—all for only $199 per week for a full-color, 50-square-foot mobile billboard,” says President and CEO Bill McIntosh. “The money from these ads goes to paying for the trucks used by the charities, so they have more money to put into their core cause.”

As a Community Partner of Charity Trucks, Friends of MS Utah Chapter will be able to display its logos on the trucks and receive free GPS technology to make the vehicles greener and more fuel efficient. The non-profit organization collects clothing, household goods and other items from homes and more than a dozen drop-off locations. The donations are used to help people cope with the devastating effects of MS, a debilitating neurological disease that affects 2.5 million people worldwide, including 400,000 Americans.

Charity Trucks is the largest and most trusted company of its kind in North America. The company uses advertising sponsors to help nonprofits eliminate the financial burden of financing and maintaining fleets of trucks. Its distinctive advertising solution gives businesses the opportunity to align themselves with
well-known and respected charities such as Friends of MS, Big Brothers Big Sisters and many others. “What makes our business model so unique is that a company can practice corporate social responsibility and promote their brand simultaneously with our turn-key program,” McIntosh says.

The company’s turnkey solution allows companies to sponsor space on virtually brand new trucks used by its Community Partners at a fraction of the cost of traditional advertising. In return, sponsors receive a scrolling billboard ad on the trucks, which transport donated goods throughout the community. This enables advertisers to get their message deep into neighborhoods and directly in front of their target market. The six trucks used by Friends of MS Utah cover 124 routes throughout the Salt Lake Valley region and traverse 33 zip codes Monday through Saturday, so the exposure for advertisers is very extensive. In fact, Charity Trucks provides ongoing “proof-of-performance” GPS reports to advertisers showing them a detailed report of where the trucks travel and how much exposure the ads are receiving.

The trucks represent a major benefit to the partners, advertising sponsors and the environment. “Over the past two years, we have built a strong network of more than 120 non-profit partners all across the United States and Canada who collectively have approximately 500 trucks,” McIntosh says. “Together, these 500 trucks divert more than 144 million tons of unwanted clothing and household items away from landfills every year. Our goal is to get all 500 trucks fully sponsored by the end of 2012.”

Charity Trucks represents a very timely, trendy and effective solution for both nonprofits and businesses. Tightening economic conditions are straining the budgets of non-profit and for-profit organizations. Charity Trucks allows nonprofits to operate a fleet of trucks at a very low or no cost, while businesses are able to leverage inexpensive advertising to promote their brand and support worthwhile causes. For more information, contact Bill McIntosh at 310-651-1027 or visit www.charitytrucks.org.

About Charity Trucks Inc.
Charity Trucks Inc. is a “not-only-for-profit company” that helps nonprofits minimize the expense of operating trucks and gives businesses a chance to capitalize on cost-effective advertising while exercising corporate social responsibility. Charity Trucks works with a variety of charities throughout the United States and Canada. They unite these worthy causes with great companies of all sizes. A privately-held company, Charity Trucks operates two locations: one in Calabasas, Calif. and another in Vancouver, British Columbia.

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Sample #2: Travel with Spirit Partners with Guideposts

FOR IMMEDIATE RELEASE

Travel with Spirit® Partners with Guideposts to Offer Inspirational Vacations

Travel with Spirit® has partnered with Guideposts to offer the Guideposts Inspiration Vacations travel programs for 2010. The programs will feature cruises, tours and travel events to thrilling destinations, such as the Bahamas, Europe and the United States and will enable participants to travel with Guideposts editors, staff and readers.

GARDEN GROVE, Calif. (Feb. 23, 20XX) – Faith-based Travel with Spirit® has partnered with the Guideposts organization to launch Guideposts Inspiration Vacations. Under the new venture, there will be six exciting travel programs featured throughout 2010.

“These travel programs provide a unique experience for Guideposts readers to be able to travel with the Guideposts editors and staff,” said Honnie Korngold, founder and president of Travel Network Group LLC,
which produces the Travel with Spirit television series and magazine. “We are thrilled to be partnering with Guideposts, as this is a perfect marriage of both of our organizational missions that focus on inspirational and meaningful life experiences.”

“I am looking forward to my trip to Oberammergau this August to see the spectacular, once-in-a-decade Passion Play put on by the residents of this historic German village, and share this experience with our loyal Guideposts readers”, said Edward Grinnan, vice president and editor-in-chief of Guideposts. “I am told it is an unforgettable journey.”

Travel with Spirit is the first and only television show and magazine focused exclusively on faith-based, inspirational travel. Travel with Spirit TV—which also publishes the magazine—is a popular 30-minute program that airs on the Inspiration Network, Sky Angel and NRB Network. The Travel with Spirit brand has served the needs of Christian travelers, the fastest-growing segment of travel consumers, for seven years. “We strive to be the authority with the most in-depth information and ideas on faith-based, inspirational travel destinations, events and attractions,” Korngold said.

The Guideposts Inspirations Vacation travel packages will give travelers unique access to inspirational cruises, tours and travel events. Ranging in price from $649 to $3,199, the 2010 travel programs are:

- **Alaska - The Last Frontier Cruise aboard Celebrity Cruises’ Infinity:** Scheduled for June 11-18, the cruise will be hosted by Reverend Pablo Diaz, vice president of Outreach Ministries.
- **Bask in the Bahamas Cruise aboard Royal Caribbean Cruise Lines’ Majesty of the Seas:** Hosted by Colleen Hughes, editor-in-chief of Angels on Earth Magazine, the cruise will be July 12-16.
- **Oberammergau Passion Play Tour:** The tour, which will encompass a nine-night visit to Budapest, Vienna, Prague and the Oberammergau Passion Play August 21-30, will be hosted by Edward Grinnan, vice president and editor-in-chief of Guideposts.
- **Best of Branson Tour:** Travelers will enjoy five nights in the Branson, Mo. area, “The Live Music Show Capital of the World”, September 7-12 with host Rick Hamlin, executive editor of Guideposts Magazine.
- **Founding Father’s & Patriots of America’s Birth Tour:** Travelers will spend seven nights visiting Washington, DC, Williamsburg, Shenandoah National Park, Gettysburg, Philadelphia and other historic locations September 18-25 with host Andrew Attaway, the editor of Daily Guideposts.
- **New England Fall Foliage Tour:** This tour features eight nights visiting Boston, Bar Harbor, North Conway, Killington, Sturbridge, Newport and other locations. With the host to be announced, the tour is slated for October 2-10.

For more information about the Guideposts Inspiration Vacations or Travel with Spirit, contact Sarah Kew at 888-518-7571 Ext. 215. Or visit [www.travelwithspirit.com/guideposts](http://www.travelwithspirit.com/guideposts) and [www.travelwithspirit.com](http://www.travelwithspirit.com).

About Travel Network Group LLC and Honnie Korngold
Travel Network Group LLC is a leading provider of faith-based travel media and resources. As the producer of Travel with Spirit television series, the company speaks to the unique needs and interests of the expanding faith-based travel market. The show is broadcast on network television and the Web to a vast audience. Travel Network Group’s founder, Honnie Korngold, has almost 20 years of experience developing highly successful travel programs for Christian ministries and the travel industry. Korngold has been featured in TIME Magazine, USA Today, The CBS Early Show, Los Angeles Times, Travel Weekly, and TBN’s JCTV. She serves as the executive producer and host of Travel with Spirit Television, as well as editor-in-chief of Travel with Spirit Magazine. She is also the founder and president of ChristianTravelFinder.com, an innovative California-based travel company specializing in Christian cruises, tours and travel events.

About Guideposts
Guideposts is a non-profit organization that touches millions of lives every day through products and services that inspire, encourage, and uplift. Its flagship title, Guideposts, has a paid circulation of two million. Its website Guideposts.com now offers consumers greater control in choosing content appropriate to their stage in life and key interests. Ideals Publications, based in Nashville, Tennessee, is the retail...
Sample #3: 360 Biometrics Helps India’s Largest Cab Company

FOR IMMEDIATE RELEASE

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360 Biometrics Helps India’s Largest Cab Company Identify Drivers and Improve Service

360 Biometrics recently provided India’s leading cab company, Meru Cab Company, with a state-of-the-art, Web-based fingerprint identification solution: PersonID. The 360 Biometrics’ PersonID platform was successfully integrated with the company’s Oracle Siebel CRM software, making it possible to verify the identity of all of its drivers and enhance customer service.

SAN JOSE, Calif. (Oct. 2, 20XX) – 360 Biometrics is pleased to add Meru Cab Company Pvt. Ltd. to its growing roster of clients. Recently, the Silicon Valley firm helped Meru Cab Company successfully integrate the 360 Biometrics’ PersonID platform with their Oracle Siebel CRM software, which is used to manage the entire life cycle of its cab drivers, including recruitment and training.

The 360 Biometrics’ PersonID is a Web-based fingerprint identification solution that identifies people using their fingerprints. As part of the company’s Web biometrics platform, it can function as a stand-alone system or can be quickly integrated into any Web-based applications. The state-of-the-art PersonID system is helping Meru Cab Company resolve a significant business issue: authenticating the identity of its 5,000-plus drivers. To ensure high quality customer service, the company terminates agreements with and blacklists cab drivers who make serious violations of certain policies or customer service standards. Because India has no national identification number for citizens, it had been difficult for the company to reliably authenticate all of its drivers. In the past, some of the blacklisted drivers have attempted to rejoin the company by changing their names and even their driver’s licenses.

The 360 Biometrics’ PersonID platform, in conjunction with their Siebel system, allows Meru Cab Company to effectively track drivers by location and performance. The system captures the fingerprints and photographs of each driver, making it easier to identify blacklisted drivers. When such an individual attempts to rejoin the company, the PersonID system checks the fingerprints against the existing database and instantly indicates if the driver is blacklisted. “The biometric system has helped resolve an important business problem and helps us in improving the level of customer service,” said Nilesh Sangoi, CTO of Meru Cab Company.

360 Biometrics is pleased to have Meru Cab Company as one of its newest clients. “Meru Cab Company strives to deliver high-quality, reliable service for its customers, and we are happy to provide a high-end biometric solution to assist them with their efforts,” said Pinky Thakkar, a spokeswoman for 360 Biometrics.
Organizations are increasingly turning to 360 Biometrics to leverage biometric technology for the identification and verification of their employees and customers. Biometrics is the science and technology of measuring and statistically analyzing biological data. More specifically, it is an automated methodology to uniquely identify humans using behavioral and physiological characteristics that range from signatures and keystrokes to face/voice recognition and fingerprints.

360 Biometrics works with various biometric technologies and offers a variety of creative solutions, including biometric login systems, Web-based biometrics and mobile biometrics. The company also provides custom solutions and integrations designed to operate with customers’ existing network and systems. 360 Biometrics works closely with its clients to provide the right technical solution for their needs.

For more information about 360 Biometrics, please call 408-850-8116 or visit www.360biometrics.com. Or contact inquiries@360biometrics.com for a free, no-obligation proposal.

About 360 Biometrics Inc.
360 Biometrics provides a full spectrum of high-tech biometric solutions, including software, hardware and consulting. The firm is also an established integrator and value-added reseller of multiple biometric technologies and products. 360 Biometrics specializes in providing identity and security solutions using various biometric technologies such as fingerprint and face recognition. It is proud to offer award-winning Griaule Fingerprint SDK, the 2006 winner of the prestigious Fingerprint Verification Competition. 360 Biometrics serves a broad customer base that includes small businesses, large commercial enterprises and government organizations at the state and federal levels, both within the United States and internationally. A privately-held firm, 360 Biometrics is based in San Jose, Calif.

About Meru Cab Company Pvt. Ltd.
Meru Cab Company is an award-winning metered radio taxi service in India, owning and operating more than 5000 cabs in Mumbai, Delhi, Bangalore and Hyderabad. It serves more than a million passengers each month. Meru Cab Company pioneered the concept of GPS/GPRS enabled-taxis in India, using the technology to ensure timely, accurate service for its passengers. It was the first company in the taxi industry to employ end-to-end systems by implementing Oracle E-Business ERP, Siebel CRM, Oracle Business Intelligence and Oracle SOA suite. The business enablement it has achieved through technology has been widely acknowledged by the industry, as the company has won many prestigious awards such as the NASSCOM CNBC TV-18 IT User Award in 2008 and 2009, Express Intelligent Enterprise Award in 2010 and CIOL Enterprise Champion Award in 2010. For further information, please visit www.merucabs.com

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Sample #4: Canadian Physiotherapy Network Expands

FOR IMMEDIATE RELEASE

Barrie Physiotherapy, the Area's Only OHIP-Funded Physiotherapy Clinic, Joins PT Health

Leading Canadian physiotherapy network PT Health has acquired Barrie Physiotherapy, the area’s only OHIP-funded physiotherapy clinic. The clinic has since made extensive renovations, fee restructuring and managerial changes, giving OHIP-insured individuals and other clients greater access to high-quality care, experienced providers and reasonable health care costs.

BARRIE, Ontario (Oct. 4, 20XX) – Ontario-based Barrie Physiotherapy was purchased by leading Canadian physiotherapy company PT Health in June 2009. Since the acquisition, Barrie Physiotherapy
has completed extensive physical renovations, fee restructuring and managerial changes to make it more consistent with other PT Health physiotherapy clinics.

Barrie Physiotherapy has the distinction of being the area’s only Ontario Health Insurance Plan (OHIP) licensed physiotherapy clinic. Instead of waiting several weeks to receive care through the local hospital, individuals insured by OHIP can obtain medical attention at Barrie Physiotherapy within days. This allows the clinic to address patients’ needs much sooner—an important advantage, given the positive impact of early intervention. Ontario health insurance coverage is available primarily to individuals who are Canadian citizens, permanent residents, landed immigrants and valid work permit holders whose principle home is in Ontario and who meet certain physical presence requirements.

While Barrie Physiotherapy caters to OHIP patients, people who do not have this publically-funded insurance can also take advantage of the clinic’s services at very reasonable costs. Barrie Physiotherapy provides assistance in a wide range of areas, including injuries from sports and automobile accidents; post fracture, stroke and surgical rehabilitation; and chronic pain from arthritis, fibromyalgia, sprains, strains, and back and neck ailments. The clinic also assists clients with Workplace Safety and Insurance Board (WSIB) claims, massage therapy, braces, lumbar supports, pillows, Transcutaneous Nerve Stimulation (TNS) devices and compression stockings. In the future, it will be expanding its offerings to include the services of a naturopath.

Barrie Physiotherapy operates under the direction of physiotherapist Paul Love. A graduate of Ben Gurion University of Negev, Israel, Love has practiced physiotherapy since 1992. While in Israel, he was head of the physiotherapy department at Poriyah Hospital. He became a registered physiotherapist in Ontario in 2002. His professional experience in Canada includes working in retirement homes and long term care facilities, as well as setting up and managing Midland Physiotherapy for six and a half years. Love’s experience also encompasses the management of Barrie Physiotherapy, stroke rehabilitation and pulmonary physiotherapy. In addition, he has completed numerous courses in evidence-based physiotherapy for various orthopaedic conditions. Love is a skilled professional who is dedicated to providing high-quality services to Barrie Physiotherapy’s clients. “I believe in client-centered care and practice with an open mind and ear to ensure that our clients are getting the best care and attention possible,” Love said.

The addition of Barrie Physiotherapy to PT Health’s extensive network of clinics represents a major benefit to the public. The development will enable individuals who previously found physiotherapy prohibitively expensive to avail themselves of these services. It will also help those who previously paid for private-only services to reduce their health care costs while still receiving quality care under the attention of registered and experienced physiotherapists, kinesiologists and massage therapists.

Barrie Physiotherapy is conveniently located at 125 Bell Farm Road in Barrie, Ontario. For more information about the area’s only OHIP-funded physiotherapy clinic or PT Health, please contact Paul Love at (705) 725-1980 or visit www.PTHealth.ca.

About PT Health
Established in 1995, Ontario-based PT Health is an extensive network of physiotherapist-owned clinics located all throughout Canada. It has distinguished itself as one of the fastest-growing health care physiotherapy companies in the country. PT Health operates more than 75 physical therapy clinics across Canada and provides services to nearly 100 Canadian nursing homes. PT Health’s clinics are grounded in the principles of integrity, accountability and trust while delivering services in physiotherapy, occupational therapy, chiropody, sports medicine, athletic therapy, massage therapy and other areas. PT Health is committed to providing high-quality, progressive therapy to benefit their patients.

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(705) 725-1980
Sample #5: New Preschool Opens

FOR IMMEDIATE RELEASE

New Preschool Brings Distinctive Academic and Performing Arts Curriculum to Smyrna

The Benjamin Preschool of Academics and Performing Arts will be opening its doors on August 2, giving Atlanta-area parents an opportunity to expose their children to a premier curriculum of academics, the performing arts and athletics. The school, located in Smyrna, is the only educational institution of its kind in Georgia.

SMYRNA, Ga. (July 20, 20XX) – Parents in the Atlanta area will soon be able to enroll their children in a unique new educational institution that will expose them to a distinctive curriculum of academics, the performing arts and athletics. The school, called the Benjamin Preschool of Academics and Performing Arts, will be opening its doors on August 2—becoming the first institution of its kind in the state of Georgia.

Located in Smyrna, the Benjamin Preschool of Academics and Performing Arts is not the typical childcare facility. Students who attend the school will receive more than just the minimal blueprint for early childhood education, according to Dr. Verna Benjamin-Lambert, the school's principal and co-owner. “Their daily schedule will expose them daily to the arts (performing arts and fine arts), academics, and athletic activities that reinforce our innovative and well-rounded curriculum,” she said. “We will work to ensure that each child identifies and expands their own talents while working in a creative and nurturing environment, enabling each child to excel in the classroom and on the world's stage.”

The Benjamin Preschool of Academics and Performing Arts caters to “tiny dreamers” six weeks to 12 months old, “tip top toddlers” 12 to 24 months and “show kids” 2 to 4 years old. It boasts a professional and caring staff that enhances students’ abilities in the areas of academics, dance, theater, instruments and sports. The Benjamin Preschool staff is comprised of individuals whose range of professional experience spans the globe, from the Ivy Leagues, to the Russian art scene, to Broadway and beyond. Children as young as six months old learn the fundamentals of the Suzuki teaching method for early musical instruction. “Through exposure to our unique and innovative programs, our students will utilize their natural talents and interests to develop the skills that will prepare them for the world’s stage and life’s challenges, while enjoying the world in which they live,” Lambert said. “Our arts-based curriculum is supported by research that advocates learning through age-appropriate mind and body stimulation.”

The rich curriculum of the Benjamin Preschool of Academics and Performing Arts is founded on four distinct principles:

- identifying a child’s natural interests and talents
- exposing children to a variety of research-driven activities that have been proven to jump start brain development
- selecting nurturing, enthusiastic and degreed staff members who make children their No. 1 priority from the beginning of the school day until it’s end
- making regular documentation and presentation of newly-acquired skills for confidence building and parent appreciation

Despite the fact that the launch of the new preschool comes at a time when budget constraints are causing many public schools to eliminate arts programs, performing and fine arts are packaged into the Benjamin Preschool of Academics and Performing Arts experience. Understanding the fact that early
exposure to the arts can greatly impact a child’s future success led to the founding of this academic institution. According to Lambert, playing, singing, and dancing to music increases fine and gross motor skills, as well as the development of hand-eye coordination. She adds, “It has been proven that when children are exposed to the arts at an early age they consistently perform better in reading, math, and on standardized testing. Children who are actively involved in music have shown higher levels of self-esteem and better social interaction with their peers.”

The Benjamin Preschool of Academics and Performing Arts is currently accepting applications for registration. For more information, please visit www.thebenjaminpreschool.com or contact Executive Director Nadia Galloway at (770) 436-5200.

About the Benjamin Preschool of Academics and Performing Arts
The Benjamin Preschool of Academics and Performing Arts is an innovative institution that takes a fresh approach to early childhood education by exploring students’ full range of academic, artistic and athletic talents. The Christian-based school offers a distinctive curriculum that is designed to help children ages six weeks to four years old become more knowledgeable, accomplished and self confident. The facility is operated by Verna Benjamin-Lambert, who has a Doctoral Degree in Education, and Nadia Galloway, who holds a Master’s Degree in International Business as well as a leadership staff with master’s and bachelor’s degrees in education, performing arts and the fine arts. The school also employs instructors with international exposure and training in their respective disciplines. The Benjamin Preschool of Academics and Performing Arts is located at 2234 Benson Poole Rd. in Smyrna, Ga.

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**Sample #6: New Commercial Real Estate Firm in Silicon Valley**

**FOR IMMEDIATE RELEASE**

New Firm Focused on Health Care Real Estate in the Silicon Valley, Publishes Quarterly Report

SAN JOSE, Calif. (April 30, 20XX) – California real estate veterans Kevin Heravi and Eric Rafia have taken the unprecedented step of launching Silicon Valley’s first commercial real estate services firm for the health care industry. Additionally, the new company, aptly called HealthMed Realty, has released an insightful quarterly report on the Silicon Valley medical office market.

Located in San Jose, HealthMed Realty is taking a distinctive approach to delivering real estate brokerage services. Unlike other commercial real estate firms that focus primarily on apartments, generic offices or retail, HealthMed Realty specializes in serving the needs of health care practitioners and providers. “We are the first company that is focused on helping doctors, dentists, and health care service companies with their real estate needs in the area,” says co-founder Heravi. “The benefit is that these individuals/companies now have a firm that understands and is dedicated to their industry.”

HealthMed Realty offers a variety of services for the health care industry, including real estate sales and leasing, development, construction management and property management. In addition, the company customizes its services to meet the unique needs of its target market. “Health care providers, with all their
nuances and specialty needs, require the same level of sophistication, if not more, than the rest of the commercial real estate industry; we strive to provide these services from a single trusted source,” Heravi says.

HealthMed Realty is committed to using the latest technology and research to provide transparency in the medical real estate market. Its goal, according to co-founder Rafia, is to use information such as quantifying total health care inventory, leasing rates, sale comps, and vacancy and absorption statistics to streamline the sales and leasing process by utilizing fast and accurate market intelligence. “We’re really excited to be finally reaching out to clients,” Rafia says. “We’ve had our noses to the ground for the past year doing a lot of leg work and research in order to quantify the market. It’s been worth it, as our intelligence is proving to be extremely valuable for our clients’ decision making.”

In an effort to share its research and expertise, HealthMed Realty has released Silicon Valley’s first medical real estate market report, “The Pulse,” for the first quarter 2010. The firm also assists clients with demographic and medical practice market reports. It also publishes the “Medical Real Estate Blog,” which chronicles important Bay Area health care news and other topics.

Although HealthMed Realty is a new company, its founding partners have well-established track records in the industry. Both Heravi and Rafia have extensive commercial real estate experience, including institutional office acquisitions, development and brokerage. They also have a deep understanding of the Valley market and are excited to leverage their experience and relationships to better serve the health care community. In fact, the partners view their service capabilities and market knowledge as a tremendous value to physicians, clinics and hospital groups that want to gain a competitive edge and realize cost savings. Heravi explains: “It’s not a misnomer that real estate is one of the largest expenses for any practice. It’s also vital to so many other facets of success such as referral base, patient convenience, and adequate image and traffic. Our expertise in medical real estate can better position a practice for success and significantly reduce a company’s overhead.”

HealthMed Realty is an innovative company that was founded on three guiding principles: market expertise, integrity, competence and satisfaction. Being a good corporate citizen is also important to the company. Hence, HealthMed Realty proudly supports local organizations such as the Santa Clara County Medical Association and Santa Clara Dental Society.

For more information about HealthMed Realty please visit http://www.healthmedrealty.com or http://www.medicalrealestateblog.com. Or email info@healthmedrealty.com or call 408-217-6000.

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**Sample #7: Banc Intranets Expands Client List**

**FOR IMMEDIATE RELEASE**

Media Contact: Mark Anderson, President and CEO
Banc Intranets Adds First Century Bank as Client; Quick Turnaround Saves the Day

JOHNSON CITY, Tn. (May 4, 20XX) – Enterprise content management firm Banc Intranets LLC recently received Tazwell, Tn.-based First Century Bank as a new client. The Johnson City, Tn. company provided the bank with a new public-facing Web site, as well as its premium intranet and training management products.

Creating First Century Bank’s Web site was a daunting undertaking for Banc Intranets. The bank was near the end of the contract with its Web hosting vendor and had just 48 hours to get a new Web site up and running. However, Banc Intranets successfully completed the job in 14 hours. Banc Intranets quickly replicated the bank’s old site and later designed a new one with expanded capabilities.

“We wanted the ability to modify our Web site as needed without the delays incurred through a third party,” said President and CEO Rob Barger. “Banc Intranets went all out to ensure that the transition from one hosting company to another was a seamless one without any downtime.”

The new Web site gives First Century Bank complete control of how and when information is presented to customers via the Web, according to Marketing Coordinator Kim Ray. It allows the bank to not only centralize its Web content, but also streamline it in a way that encourages Web site visitors to learn more and ask questions. “When the new design went live, I heard nothing but positive input from customers and staff,” Ray said. “Every time I have the site up, we get complimented on the design and functionality.”

The enhanced functionality of the Web site enables First Century Bank to expand its internal capabilities. For example, the new site has allowed the bank to simplify the presentation of its products and services online, as well as introduce a separate area for marketing promotions. The site also makes interfacing future services, such as loan and new-account applications, much smoother. “We wanted a site that would grow with us,” Ray said.

Since launching the new Web site, First Century Bank has been able to increase efficiency, reinforce its marketing efforts, and improve communications and customer service. The bank has also been able to provide a resource that educates customers about regulations, fraud alerts and scams. Having an educational area on the site is important because First Century Bank takes pride in being a responsible leader in the community. Chartered in 1899, First Century Bank is a third-generation family-owned bank with seven locations, $280 million in assets and 104 employees. “We’re more than just a bank; we’re an integral part of the communities where we work, live and raise our families,” Ray said.

Banc Intranets President and CEO Mark Anderson said: “We are pleased to be working with such a highly-respected, longstanding financial institution as First Century Bank. Adding the bank as a new client helps to strengthen our position as a leading provider of enterprise content management solutions.”

Launched in 2002, Banc Intranets offers a variety of innovative, turn-key solutions, including communication portals, intranets, extranets and training management software that help its clients operate more efficiently and productively. The company provides content management software to more than 100 community banks, credit unions and other organizations nationwide. A privately-owned company, Banc Intranets is headquartered in Johnson City, Tn. For more information about Banc Intranets and its product offerings, please contact Mark Anderson at 866-390-2262 or visit www.bancintranets.com.

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