



We are living in hard economic times for the newspaper industry. They must restructure their business model to adjust to the changing times. SaleSpider offers solutions.

"Our new web partnership makes the Daily News even more vital for the army of small business entrepreneurs across the city." -- Daily News Editor in Chief, Martin Dunn

The Daily News, in partnership with SaleSpider, has launched its own Small Business Social Network. At launch, the Daily News Small Biz Social Network was instantly populated with 500,000 members. Within 24 hours of launching, hundreds of New Yorkers joined Daily News Small Biz Social Network.

"Our small business network will provide a networking platform and access to business solutions for small business owners and their employees." -- Daily News CEO Marc Kramer

SaleSpider is currently working with other newspapers and enterprise companies to bring this solution to their readers and clients.

"The whole point is to level the playing field, giving small businesses the same tools big companies have. We are helping New Yorkers come back from this recession by reaching out and making money." -- SaleSpider President Russell Rothstein

About NY Daily News

The Daily News is the largest and most widely read newspaper in the New York Metropolitan market and the fifth largest newspaper in the country. Average weekly readership of the Daily News print and online versions tops 4.5 million, making the Daily News the most read local newspaper in the United States.

About SaleSpider:

SaleSpider is the leader in small business social media, featuring online tools and marketing solutions for member businesses to connect with an online community, and offering internet advertising solutions for companies to reach small businesses.

SaleSpider' s offerings:

SaleSpider.com- the largest small business social network with over 620,000 businesses

A Social Media Platform to enables Third Party Social Networks

The AdShare Network - an affiliate network of member sites, enabling businesses to reach millions of Internet users daily

Opportunitymatching.com - a Facebook and web application that instantly matches opportunities to people daily, like a Dating Site for Business Opportunities

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