



68 Percent of Small Businesses Expect Social Networks to Provide Member Discounts

Results Indicate Company Is on the Right Track With New Member Discounts

TORONTO--(Marketwire - May 3, 2011) - SaleSpider (www.sale spider.com), the largest social network geared specifically for small and medium-sized businesses (SMBs), announced new survey results that underscore the growing demand for social-oriented group discounts and member services. The findings provide insight into how SMBs are looking to reach beyond the traditional networking opportunities associated with business social networks and incorporate new and innovative ways to save money and cost-effectively grow their businesses.

The results also serve to validate SaleSpider's latest addition to its online business community, SaleSpider Hot Deals!.

Questions were geared toward two growing business trends -- group discounts and social networking -- to present new cost-effective ways for SMBs to grow their businesses.

Survey results from respondents:

- Eighty-four percent would want SaleSpider to provide member discounts and services
- 77 percent would use group discounts to get better deals for their business
- Discounts expected for typical business expenses:
 - Travel -- 14.9 percent
 - Critical business services -- 12.6 percent
 - Corporate discounts at local businesses -- 11.2 percent
 - Business service discounts -- 8.2 percent
 - All of the above -- 53.2 percent

While respondents are eager to use member discounts, surprisingly more than 80 percent have never used group or member discounts via online coupon sites.

SaleSpider, following in the footsteps of successful competitors such as Groupon, is making a splash at the online-coupons table with SaleSpider Member Services.

SaleSpider Hot Deals! provides a bevy of huge discounts on a variety of professional services and products from participating partners. Every month, hot deals are offered by major brands and arrive weekly to members via e-newsletter. Access to SaleSpider Hot Deals! is exclusive to SaleSpider members, and can be easily accessed by selecting the desired discount and clicking on a "buy" button. Hot deals include:

- Car and truck rentals
- Hotel deals
- Domains and Web hosting
- Website development
- E-mail campaigns
- Business loans

- Shipping needs
- Top media publication discounts

About SaleSpider

SaleSpider <http://www.salespider.com/> 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 800,000 businesses and growing by 20,000 per month
- A Social Media Platform 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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