

Press Release



## **New York Daily News Partners With SaleSpider.com To Launch Small Business Social Network**

**Toronto, Canada – March 12th, 2009** - SaleSpider.com today announced that the New York Daily News, the fifth largest newspaper in the United States, has chosen the SaleSpider.com platform to launch a new Small Business Social Network.

Upon launching, New York Daily News readers will instantly be able to network and connect with 500,000 small businesses, download sales leads and information about government grants, and gain access to free and valuable business tools.

The Daily News is leading the newspaper industry by offering this valuable service to its readers and by delivering the small business demographic to its online advertising clients. The partnership between SaleSpider.com and the Daily News will provide advertisers with an innovative digital platform to reach this lucrative audience.

"The Daily News has partnered with Sales Spider to offer real benefits to the small businesses of New York," said Daily News CEO Marc Kramer. "Our small business social network will provide a networking platform and access to business solutions for small business owners and their employees. By providing an active community and business support system, it is our goal to offer a sustainable service to help them cope with these difficult economic times and help them build for their future."

"We are thrilled to partner with the Daily News" said Russell Rothstein, President of Sales Spider Inc. "Adding the most widely circulated newspaper in New York expands our small business member base in the US' largest metropolitan market. This will offer our advertisers greater reach. It also serves as a model for the newspaper industry to increase revenue within digital business demographic"

### **About the New York 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. The Daily News continues to lead all other newspapers as the paper of choice for New York City residents. 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. To view the Daily News online, visit [www.nydailynews.com](http://www.nydailynews.com).

### **About SaleSpider.com**

Salespider.com is a business social network that connects thousands of business professionals, offering access to billions of dollars worth of qualified sales leads, targeted classified ads and virtual tradeshows for free. SaleSpider.com also offers organizations a fully functioning business social network platform for their own use. This platform provides instant access to over 100,000 SMB owners daily. SaleSpider.com is the essential and ideal partner for companies targeting the Small and Medium Business Owner.

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For more information about SaleSpider.com please visit [www.salespider.com](http://www.salespider.com) and [www.smbspider.com](http://www.smbspider.com).

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