

Press Release Source: Sales Spider

## **Leading Business Social Network, Sales Spider, Launches Dynamic Business Center** Monday May 12, 7:11 am ET

Website Combines Practical Business Tools and Web 2.0 Technology to Derive Real Business Value From Social Networking

**TORONTO--(MARKET WIRE)--May 12, 2008** -- Sales Spider, the leading business social network, today launched Business Center, a feature set that provides members with access to a wide range of tools that small and medium businesses (SMBs) can leverage to create and expand their organizations. This announcement demonstrates Sales Spider's commitment to building real value into the social networking experience by combining practical business tools and Web 2.0 technology.

According to a recent report by Forrester Research, social networking will be the biggest enterprise 2.0 priority by 2013, taking a large piece of an anticipated \$4.6 billion pie. This is clear indication that social networking sites are the business tools of the future.

Other social networks have focused on being either social and entertainment destinations or recruiting networks, providing minimal (if any) business benefits to the user. Users are now taking a closer look at the time they spend on networking sites and are seeking tangible results that extend beyond recruiting new hires, researching and downloading new music, and communicating with friends.

"Social networks must add practical business value as a core offering to their users," said Russell Rothstein, CEO and founder of Sales Spider. "While we'll likely see Facebook, LinkedIn and others attempt to increase their feature sets to keep up with this forecasted trend, they will always be known for socializing and recruiting. Sales Spider was built from the ground up with one thing in mind: Business."

Users are clearly responding to this approach. "Sales Spider has proven to be an indispensable resource for my business within just ninety days of joining. They have woven together a wonderful website of resources without leaving me dangling on a thread wondering how to navigate it. Within the first week of joining, several symbiotic business relationships were quickly spun. I can easily envision this becoming a silky strong net of revenue for years to come," said Sales Spider member, David Collister.

The addition of Business Center builds on Sales Spider's current offerings by providing users with direct access to tools and resources, such as business documents, templates, tax regulations, business financing articles and more. Users will be able to create and expand their business with the Business Center feature set, which includes:

- Business Directory -- A free directory, searchable by product or services provided, that enables instant communication between buyers and sellers.
- Business Tools & Resources -- A one-stop resource area for

entrepreneurs and business owners with free tools to start and grow a business.

-- Job Center -- Allows members to post their resumes and have them reviewed by potential employers, while employers and recruiters can post jobs ads and search and connect with potential employees.

Sales Spider's user base is growing at over 100% per quarter and the company expects to dominate its market in 2008 as the only social network focused on delivering business benefits. If you would like to learn more about Sales Spider, please contact Julie Tangen at 831.454.8523 or [Julie@kulesapr.com](mailto:Julie@kulesapr.com).

#### **About Sales Spider**

Sales Spider doesn't just make users friends -- it makes them money. 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 tradeshow for free. The site attracts millions of unique visitors each month.

Sales Spider also offers organizations a fully functioning private label business social network platform for their own use. This platform provides instant access over 100,000 SMB owners daily.

Sales Spider is the essential and ideal partner for companies targeting the SMB marketplace.

For more information on Sales Spider, please visit [www.salespider.com](http://www.salespider.com).

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