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Press Contact:

Josephine Nicholas

877.787.7576, ext. 101

josephine@publisheddaily.com

New Start-up Helps Professionals Generate Business from Social Media

Ann Arbor, MI Tuesday March 3, 2009 – “The key to leveraging social media for business is to use it as a platform to provide your network with valuable, timely and relevant information,” said Gibran Nicholas, Chairman of Published Daily, a new startup tech company whose aim is to help professionals generate more referral business. “In this age of social media and information overload, people are constantly being bombarded with an overwhelming flow of information and noise. This means that people don’t need more information – they need relevant information. If you are the one providing it to them, it elevates your value and transforms your network of friends, clients, and prospects into a referral-generating sales force.”

Published Daily is a customizable online magazine, newsletter, and marketing service that helps professionals communicate relevant and timely information to their clients and prospects via email and social networking platforms. Users can insert plug-and-play content specific to their industry and select their own line-up of Published Daily writers. The drag-and-drop functions are easy-to-use, and allow users to design their newsletter from scratch or utilize the templates provided by Published Daily.

“The most unique element of Published Daily is that it provides both newsletter templates and valuable content from various industries,” Nicholas said. “Every other service we’ve seen is focused on just content, or just newsletter templates, and the users are forced to spend more time and money in order to get their desired result.”

After the initial set-up, users can put the program on auto-pilot because the content is automatically updated whenever a Published Daily writer posts a new article. “Most people don’t have the time or patience to recreate the wheel every time they want to send out a newsletter or marketing message,” Nicholas said. “The key is to put your marketing on auto-pilot so that you can spend your time doing the things that you do best.”

The newsletter can be sent out via email to your list of clients or posted on your website, blog, Facebook, LinkedIn or any other social networking profile. “Up until now, there have been two major hurdles with blogging and social networking for business,” Nicholas said. “First of all, it takes too much time; and secondly, how are people getting your message? For less than \$1 per day, Published Daily

solves these problems and helps professionals in any industry transform their clients into a referral-generating sales force.”

About Published Daily: Published Daily is a customizable online magazine, newsletter, and marketing service that helps professionals communicate relevant and timely information to their clients and prospects via email and social networking platforms. The service costs less than \$1 a day and is designed to transform your network of friends, clients, and prospects into a referral-generating sales force. The content and articles are provided by industry leading experts, and the drag-and-drop design functionality is easy-to-use. For more information or to view a demo, please visit www.PublishedDaily.com or call 877.787.7576

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