**ORGANIZATION ANNOUNCES PROGRAM TO HELP REGION NAME'S SMALL BUSINESSES BE MORE COMPETITIVE**

*Small Business Growth Program Focuses on Smart Internet Usage to Drive Revenues Up and Costs Down*

DATE (City, State) Today ORAGNIZATION announced an exciting program for REGION's small businesses to better understand steps to take to be more competitive. In conjunction with broadband research firm Strategic Networks Group (SNG), ORGANIZATION is providing one-of-a-kind resources and customized guidance for businesses that elect to participate in the effort.

Supported by ORGANIZATION, SNG's Small Business Growth Program is free to all businesses in PLACE with less than fifty employees.

"We've found that small businesses across North America are notoriously slow to adopt Internet applications," explains Doug Adams, VP of Communications for SNG. "Research in more than ten states shows us time and again that small businesses either don't understand how Internet applications are relevant to their business or lack the will to take the time to deploy them."

The Small Business Growth Program connects the dots for businesses to understand what meaningful and expanded utilization could mean for their business. Participating local businesses that take a self-assessment will receive invaluable business intelligence in the form of a roadmap to driving revenues and reducing costs. As SNG has surveyed tens of thousands of businesses across the nation regarding their Internet use and accompanying financial benefits, SNG can compare how a REGION NAME business is leveraging broadband's benefits in comparison to their peers and competitors. For example, a participating manufacturer with 10 employees will receive a customized report that shows the top three Internet applications (in terms of revenue and cost benefits) that they should be undertaking - along with the average financial impact their peers are realizing.

"We see this program as being incredibly beneficial for our local businesses," explains LOCAL LEADER, TITLE OF ORGANIZATION. "Often businesses just assume that the Internet and its vast applications are not for them. With this program we are able to show them just how much opportunity they are missing by comparing what their direct peers and competitors are doing online."

The program also includes optional face-to-face business coaching to ascertain next steps as well as online tools and tutorials to empower REGION's businesses to take action.

**About Strategic Networks Group (SNG)**

Focused on economic advancement through broadband utilization, SNG is a group of broadband economists who develop strategies for most effectively leveraging broadband investments. SNG addresses broadband utilization from the individual organization level all the way up to working with more than ten American states. SNG looks to help make the most broad-reaching and transformational impacts that broadband can bring to enable businesses, communities and regions by delivering the data and analysis decision makers need to maximize broadband’s potential.   Learn more about SNG online at [www.sngroup.com](http://www.sngroup.com).