



## NEWS RELEASE

### GREEN DIRECTORIES USA™ LAUNCHES NEW BRAND

#### *Successful online green directory introduces 'Big Green USA' label and new TV advertising campaign*

St. Petersburg Florida September 29, 2009 – Green Directories USA™, the most complete 'Green' online business listing directory, today announced the launch of a new advertising campaign which features the introduction of its new brand identity, BigGreenUSA.com. The new advertising program and re-branding initiative, oriented toward both consumers seeking product and service listings and businesses that need a more cost effective presence on internet-based directories, is aimed at better defining the value the company brings to the market place and is quite simply, easier for consumers to recall.

Gregory Henchar, President of Green Directories USA, spoke about the new brand initiative for his green directory service, stating, "Since our launch in 2008, we have had great success in attracting new business listings by offering an enticing, low cost online advertising solution. As we have scaled up our marketing and PR efforts and continue to drive consumers to our directory, we felt that this was the right time to leverage our new brand strategy and provide a more appropriate –and simple- way to connect ready to buy consumers to our business customers."

Henchar has demonstrated that he knows what he is doing. As a former directory advertising executive, he has used his industry savvy to attract a growing number of advertisers to Big Green USA. While traditional 'yellow page' directories continue to lose market share, biggreenusa.com is steadily signing up new clients and is ramping up its promotional efforts with a new television and web commercial to launch the new brand and has also become the leading sponsor for several 'green' initiatives. As the national media sponsor for OneLightBulb.Org's Green Business Expo series, BigGreenUSA provides a free one year enhanced business listing to each of the expo exhibitors and sponsors. These efforts contribute to raising consumer awareness about the directory and the sustainability causes it supports.

Green Directories USA was created in response to the millions of Americans who are involved in the Green Movement and is proud to offer directory services from coast to coast. The online directory, [BIGGREENUSA.COM](http://BIGGREENUSA.COM) provides an exceptionally cost-effective, eco-friendly solution for businesses that are tired of paying the high cost of directory advertising. Founded and launched in late 2008 and headquartered in Winter Park, Florida, Henchar is continuing to expand its sales offices around the country.

**About Green Directories USA™**

Green Directories USA is committed to preserving the environment by creating America's most complete Green Directory, BigGreenUSA.com. We enable businesses the opportunity to create a "Green Footprint" with their directory advertising and provide ready to buy consumers with valuable information from coast to coast without the execution of one single tree.

Our mission is to offer Consumers and Businesses the Eco-Friendly alternative to finding businesses across the country while preserving the environment, supporting the United States Armed Forces and job creation in America. For more information about Green Directories USA, visit [www.BigGreenUSA.com](http://www.BigGreenUSA.com) or please call 1-888.988.GREEN (4733)

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