



NEWS RELEASE

GREEN DIRECTORIES USA™ INTRODUCES ECO-FRIENDLY ONLINE BUSINESS DIRECTORY

Company Launches Competitive New Media Alternative to Old Fashion Phone Book, Turning Yellow into Green.

Winter Park, FLORIDA – January 26, 2009 – Green Directories USA™, the only comprehensive ‘Green’ directory, today announced the nationwide introduction of its online green business listing directory. Introducing its ‘New Color of Yellow’ campaign, Green Directories USA was created in response to the millions of Americans who are involved in the Green Movement and is proud to announce directory services from coast to coast. Founded and launched in late 2008 and headquartered in Winter Park, Florida, Green Directories USA has recently expanded its remote sales offices to Bradenton.

Gregory Henchar, President of Green Directories USA, discussed the virtues of his company’s green directory service, stating, “We are thrilled to offer the national business community a more appropriate and cost effective advertising solution. Studies confirm that 50% of American consumers do consider environmental factors when selecting potential product and service offerings. Take into consideration that one tree produces only 16.7 reams of paper. Then, each year, millions of trees are harvested to produce a printed directory product; a majority of which are thrown away. Most Directory Publishers print their product, therefore harming the environment and adding to the cost of directory advertising.”

Henchar, a former directory advertising executive, has developed a keen knowledge of what advertisers and consumers want and need. With features such as ADWP (Advertiser Directory Web Page) and EEFDA (Equal Exposure for Display Advertisers), family friendly Green Directories USA ensures that display advertising will "take its turn" at being placed on top of the page; therefore, eliminating the guesswork of ad placement. Additionally, their Internet technology allows advertisers to place optimized keywords in their listing information that allocates enhanced search engine results. Today Americans conduct more than 6.6 billion online searches and performing a local keyword search enables consumers to find what they need fast and *take action*.

According to Henchar, “Targeting customers has never been easier or more cost effective. For example, we recently introduced DSA (Driver's Seat Advantage), our state-of-the-art web feature that gives marketers the keys to change their own advertising program listing. For example, if you own a restaurant, you can change the menu; retail and service businesses can now target their advertising for the seasons or holidays; professional offices can create staff changes. The list is endless and it’s all just a mouse click away. Our advertisers do not have to wait to make changes anymore. And with directory listings in multiple categories that cost a fraction of what traditional, “yellow” directories charge, Green Directories USA provides an exceptionally cost-effective, eco-friendly solution for businesses that are tired of paying the high cost of directory advertising.”

About Green Directories USA™

Green Directories USA is committed to preserving the environment by creating America's only comprehensive Green Directory. We provide consumers and businesses 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 and supporting the United States Armed Forces. For more information about Green Directories USA, visit www.greendirectoriesusa.com or please call 1-888.988.GREEN (4733)

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