



NEWS RELEASE

Bay Area Firm Launches 'Gay Safe Haven' Online Directory

National Niche Directory Provider Supports GLBT Community

SARASOTA, Florida – June 25, 2010 - Charlop, Inc., the nation's premier provider of directory services for consumers and businesses in specifically targeted niche communities announces the launch of its latest online advertising directory service, Gay Safe Haven, an offering with a primary focus of providing support, information, tools and innovative advertising products and services for the gay and lesbian community. The commercial launch and celebration of the firm's unique new service, www.gaysafehaven.com, will be held during the St. Pete Pride Festival on June 26th in St. Petersburg, Florida. Gay Safe Haven will debut as a media sponsor of this year's St Pete Pride, one of the nation's largest events supporting the Gay, Lesbian, Bisexual and Transgendered (GLBT) community.

Charlop's mission is to develop directory offerings that create awareness and help businesses reach into targeted niche markets that have specific social concerns. The firm's owners, Gregory Henchar and Victor Lopez, have over 35 years of combined advertising experience, launched Gay Safe Haven as an entirely gay owned and operated Gay Friendly Yellow Pages. As gay business owners themselves, they are active in the community and created this service to aid other companies in the prevention of discrimination that they are faced with daily in the GLBT community.

The President of Gay Safe Haven, Victor Lopez, a retired veteran of the United States Navy, stated; "I proudly served our country in the U.S. military for 20 years and now I am thrilled to be able to proudly serve our GLBT Community. The gay community represents population segments that rely heavily upon trusted resources to provide them with solutions to their business and consumer needs. We are proud to help serve those needs."

GaySafeHaven.com targets one of the largest, most affluent minority groups in North America today. The GLBT Community benefits from various 'gay friendly' resources to help guide them on where they will choose to do business. As one of the most consistently affluent sectors in the U.S. economy, with an average household income \$83,000, data indicate that up to 87% prefer to do business with Gay Friendly businesses, 79% are willing to pay a premium for quality products and services and 94% readily travel to purchase products and services marketed towards them.

In addition to online directory services, Gay Safe Haven offers free classified ads, event listings, discussion forums, business reviews, relevant articles, health resources, and even horoscopes; providing people a reason to visit the site beyond their basic online product shopping needs. Franchise opportunities are also available from coast to coast; please contact us at info@gaysafehaven.com or call 888-988-4733.

About Charlop

Charlop, Inc. is the nation's premier provider of directory services for businesses and consumers in specifically targeted online communities. As the creators of GreenDirectoriesUSA.com and GaySafeHaven.com, we do more than just provide people with business listings. We built sites that bring these communities together. Gay Safe Haven is your gay owned and operated Gay Friendly Yellow Pages and much more. For more information about Charlop, Inc., or our directory services please visit www.charlop.com or please call 1-888.988.4733.

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