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Honeydo.com Launches in Sarasota/Bradenton Area, Matches Consumers with Local Service Sector Businesses

New Get-it-Done Website Offers Local Entrepreneurs and Businesses Growth Opportunities; Helps Customers Manage To-Do Lists Virtually

Sarasota, FL - December 2nd, 2008 -- Honeydo.com today announced the commercial launch of a new online community that matches consumers and businesses with local, home and personal service providers. Honeydo.com opened its virtual doors today to satisfy the needs of many consumers who experience difficulty in finding quality local individuals, trades or business to do quality local work within the Sarasota/Bradenton market; which represents the company's primary launch area prior to an ever expanding national presence.

Touting its 'ease of use' features like building and managing to-do or "honeydo lists" in a virtual environment and allowing for complete control over any outsourced or contracted process, Honeydo.com will serve as a local online referral network allowing customers to manage home improvement projects and personal services with confidence and ease. Honeydo.com community providers offer a broad range of services, some as straightforward as grocery shopping and pressure washing to other in-depth providers of event planning, remodeling or home technology consulting. Equally, Honeydo.com will serve as a virtual small business 'hub' for entrepreneurs throughout the area to showcase their skill sets and services, display existing work, portfolios and customer testimonials; and to find, view, and respond to service requests posted by consumers.

"Honeydo.com satisfies the needs we once had as a previous small business owners," said Brian Ehrlich, co-founder of Honeydo.com, who along with his father and co-founder Ted Ehrlich, were former co-owners of a service business whose market evaporated in the midst of the recent housing collapse. "We watched as our business lost 35% of its commercial customers inside of three weeks. As a small business, it's a very different function to market services to customers than it is as a larger business. We said, 'There's got to be a way for small businesses to reach out to customers more effectively.' Yellow page ads, direct mail and the like just weren't cost effective," said Ehrlich. "Honeydo.com is the result. Customers post projects they need done and service providers of all types listed on the site's referral network respond to do the work."

Honeydo.com is entirely free for customers looking to build and manage to-do lists and find reliable service providers. During its introductory launch period in the Sarasota/Bradenton market, participation is free for providers looking to do the work, grow their businesses and their bottom lines.

"At the core of the community, we are taking the most trusted channel for finding and soliciting services – word-of-mouth referrals – and then coupling it to the latest advancements in web technology to accelerate that process," said Ehrlich. "For a service provider or small business, it represents free marketing in a virtual format and an ever-evolving testimonial that will give consumers confidence in their choice of providers."

The founding team at Honeydo.com designed the site as an all-encompassing local market community, from the BeeHive© section that provides useful hints, tips and tools for service providers (small businesses looking to increase profits but not ad budgets), to an advanced list builder and process manager for customers looking to complete projects of varying scope, from painting a bedroom to translation services to planning a wedding.

“Our founding partners live and work in the southwest Florida area, so we inevitably began with a geographic focus on the Sarasota/Bradenton market area. However, given the demand we’ve seen from customers and service providers alike, Honeydo.com will eventually expand into markets throughout the country,” said Ehrlich.

About Honeydo.com:

Honeydo.com’s mission is to help businesses, individuals and families that are in need of reliable services to easily connect with well established, reputable service providers (HoneyDoers). As the Internet's premier match-making service for getting 'stuff' done, Honeydo.com is your trusted area resource and the only local get-it-done portal for both customers and service providers. Honeydo.com connects local businesses with the customers they are able to serve best and makes it easier for customers to manage a wide variety of home, personal and daily tasks that they need to get done. To get started building your honey-do list, or to increase the bottom line of your small business visit www.honeydo.com.

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