



PRESS RELEASE

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A Partnership with the Small Business Owner in Mind

LocalShops1.com Retains the Services of MAD House, Inc.

Tampa, FL (April 12, 2009) – MAD House's latest addition to the roster is LocalShops1.com, the brainchild of Ester Venouziou whose goal is to promote and unite independent shops in the Tampa Bay area and bring these local shops to the attention of the shoppers in the market. The concept originated as a handwritten list Venouziou would provide her mother in order to encourage her to find unique items and support the local community while she visited from out of state. That concept has grown to include a website, www.localshops1.com with over 3,000 independently owned local shops in the Tampa Bay area, a discount card and a quarterly publication.

"LocalShops1.com is very excited to retain the services of Mad House," said Venouziou, founder of LocalShops1.com. "Like LocalShops1.com, Mad House is dedicated to helping local businesses find creative and inexpensive ways to promote themselves. Together we can help give the small business owners and independent-minded shoppers an even more powerful voice."

Agency services will include branding, marketing, advertising, PR and event services. In addition, the agency will focus on increasing awareness, distribution, and sales of the LocalShops1 Magazine.

About the agency

MAD House, Inc. is a full-service advertising and marketing agency with a specialization within the U.S. Hispanic market and focusing on small to mid-size companies. Services include printing and promotional items. MAD House, Inc. is based in Tampa, Florida. For more information, visit www.madhousefl.com.