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Boise Start-Up Announces New Advertising Medium for Local, Independent Businesses

(BOISE) — Two local entrepreneurs have leveraged their marketing and communications expertise to create DealChirp—a new, cost-effective marketing and advertising platform created exclusively for independent, locally owned businesses.

“DealChirp is the site we wanted to visit as consumers but never found—a medium that provides the inside scoop on the hottest and timeliest deals being offered by businesses in our own community,” said co-founder David Murray. “Businesses should have a medium for reaching their target audience locally without needing a massive advertising budget.”

Murray and partner Brian Cronin, who also own marketing and communications firm Cronin and Associates, founded DealChirp based upon two key assumptions:

- Local consumers lack a one-stop shop for checking out all the hottest and latest deals, posted in real-time and listed by category, offered by local businesses.
- Local businesses often don’t have the time or expertise to take advantage of web and social media technologies to push timely promotions out to a targeted audience of local consumers. Or if they do, they don’t have the broad audience that a consolidated deal site would attract.

The founders, both self-avowed “deal hounds” and bargain hunters, recognized that while many sites offer the best specials/promos/deals for national and online retailers, no one had been effectively providing such consolidation at the local level.

They also quickly recognized that their marketing platform could level the playing field for independent businesses that lack the marketing muscle of “big box,” chain, and franchise brands. To that end, they’ve partnered with Think Boise First, an organization dedicated to strengthening and connecting networks of locally owned, independent businesses. DealChirp will only accept business customers (advertisers) who meet the Think Boise First criteria of being a locally owned, independent business.

DealChirp’s primary medium is its website (www.dealchirp.com), which features a Facebook-like deal feed that subscribing businesses can post to in real time. The site also provides community features, including the ability to indicate whether one likes the deal, as well as comments. Visitors to the site can also find business details (e.g. hours, parking, photos) and maps and can search for deals by category or neighborhood.

All deals posted on DealChirp are easily shared through social media platforms Facebook and Twitter and DealChirp will also use those platforms and email to communicate with local deal seekers. DealChirp also plans to launch a mobile version of the website shortly.

Businesses who sign up now can enjoy a 30-day, free trial period. Pricing starts at \$59/month. For more information, visit www.dealchirp.com or call 208.629.4842.