

News Release

Contact: Kim Jons
Phone: 360-460-7833
Cell Phone: 360-460-7833
Email: kim@kimjons.com

*** FOR IMMEDIATE RELEASE ***

LOCAL AD EXPERT LAUNCHES MARKETING AGENCY *Kim Jons's Full-service Firm Offers Strategic Approaches*

Port Townsend, WA, 11/18/2008 – After months of preparation, Kim Jons announced today she is opening a full-service marketing agency: "Businesses can prosper even under present economic conditions. I'm launching Kim Jons Marketing (KJM) to create new sales growth opportunities, especially for local and tourism-sensitive businesses."

Jons earned a solid reputation for advertising expertise and professionalism during her 10 years with the Peninsula Daily News and Centrum. She has recently attended numerous meetings on ferry issues and Hood Canal Bridge outage mitigation during her tenure as 2008 President of the Port Townsend Chamber of Commerce. After studying local economic conditions extensively, Jons advocates growth through broader marketing scope as the best economic mitigation: "I stay in touch by talking with local business owners. People have met a lot, talked a lot, and thought about mitigation strategies. I've been inspired to take practical action that will make a difference, starting right now."

KJM specializes in unique advertising products that access historically ignored markets. KJM's initial offering is the new MV Coho Magazine, which will begin publishing in early 2009. More than 205,000 passengers boarding this Victoria-to-Port Angeles ferry yearly will be offered this free Magazine. A large proportion of riders are Canadians visiting or crossing our area.

KJM offers multiple, niche-oriented advertising channels, described by Jons as follows: "We blanket preferred exposure areas like Seattle and Portland, or Victoria and Vancouver, BC, with advertising in all the right media, from traditional print ads through advanced, web-based search marketing. Every day we reach the potential customers who are most likely to buy from local businesses."

KJM's managed search marketing reaches customers online, by specific keywords as narrowly as desired -- even within a given geographic neighborhood. Jons explained: "People are on the web looking for products that locals sell. We connect businesses with people who are actively searching and ready to buy online, while insulating our clients from the technical difficulties, extra cost, and risks of search engine optimization (SEO) or homebrew pay-per-click ads."

Beyond ads, KJM offers full-service marketing capabilities using a collaborative business model. KJM partners with independent service providers, including strategic planners, marketers, web developers, IT providers, graphic designers, copy writers and others. Jons explains: "We bring professionals together in cooperative teams under project management, to create specific solutions for business owners who may never be able to accomplish larger marketing projects in-house. Now, even a local small business can market like a Fortune 50 company without adding management or staffing burdens."

Olympic Peninsula businesses can now engage KJM as a single source for managed marketing and planning projects and niche marketing campaigns that reach customers through multiple channels.

Kim Jons can be reached for comment using contact information above.

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For story support, photos, images, press kit, or to schedule interviews – contact Kim Jons at 360-460-7833, email kim@kimjons.com, or visit www.kimjons.com.