



WHO'S WHO

News Release For Immediate Release

Cambridge Who's Who Launches Exclusive Web-based Services for the Company's Executive, Professional and Entrepreneurial Members

Uniondale, NY, September 29, 2008, Mitchel Robbins, Chief Executive Officer of Cambridge Who's Who Publishing, Inc., is proud to introduce a range of web-based services to help the company's ever-growing pool of members in their quest to build their personal brands. The five services are geared to help members network and develop new business opportunities, gather information and seek advice on popular topics, publish their biographies and articles online, promote their achievements and upcoming events and to introduce the charities in which they are involved.

“Cambridge Who's Who Connect (<http://www.cambridgewhoswhoconnect.com>) is an innovative platform that allows members to network with each other effectively. On Cambridge Who's Who Connect, members can easily exchange information, communicate with others and participate in discussions that are beneficial to their professional growth and development,” explains Mr. Robbins. “CWW Connect features a profile page that can be customized with pictures, videos, RSS Feeds and widgets; a forum where members can discuss pertinent issues with other members and ask them for assistance; a photo and video gallery where members can upload additional images and videos; an events section with an online invitation system; a groups section allowing members to connect with other members who have similar interests; and a personal blog so that members can share their thoughts, ideas and advice with other professionals.”

The Cambridge Who's Who Resource Center (<http://www.cambridge-whos-who.blogspot.com>) is a place for members and non-members to gather information and seek advice on popular topics such as business networking, building your personal brand, starting your own company, marketing your products and services and making yourself a valuable contact. “This is a content-rich site,” boasts Mr. Robbins. The Resource Center has two sub-sections – the Contributing Author Program (<http://cambridge-whos-who.blogspot.com/2008/05/cambridge-whos-who-contributing-author.html>) and Cambridge Experts (<http://cambridge-whos-who.blogspot.com/2008/05/cambridge-experts.html>).

“The Contributing Author Program provides members with a public forum to share their expertise and the opportunity to be published online. We encourage members to think about what advice they have to offer, what experiences they can draw from and what topics they can write about to help others,” Mr. Robbins explained. All Cambridge Who's Who contributing authors also receive a biography highlighting their areas of expertise, credentials and professional experience as well as announcements on the site about their recent accomplishments and endeavors.

The Cambridge Experts section was created to give members who have attained expert status a place to feature their published articles and identify themselves as knowledgeable and reliable sources within the Cambridge community and beyond. "Each expert profile includes a photo, short biography and links to articles, podcasts, press releases and other information that showcases the member's unique expertise and skill set," says Mr. Robbins.

Mr. Robbins also wants to encourage Cambridge Who's Who members to unleash the full potential of their membership by taking advantage of the company's Learning Center website (<http://www.cambridge-whos-who.com>). "Members should check here periodically for information on how to use the full line of Cambridge products and services to brand themselves, network with other members and increase their online exposure. The site also features announcements about new products and upgrades to our current services as well as answers to frequently asked questions."

"The Cambridge Who's Who News Blog (<http://cambridgewhoswho.blogspot.com>) highlights members who have used our Multimedia Promotions Program to distribute news releases online and gain additional exposure," explains Mr. Robbins. The site also features member news and information regarding upcoming events in which Cambridge Who's Who members are involved and would like to promote. "So, for example, if a member is the recent recipient of a prestigious award, it can be highlighted here," explains Mr. Robbins.

"As the spirit of philanthropy is deeply embedded in the culture of Cambridge Who's Who and reflected by its members, we also dedicated a section of our Cambridge Charities website (<http://cambridgewhoswho.org>) to our members' worthy causes," adds Mr. Robbins. Cambridge Who's Who encourages its members to submit information about the charitable organizations they support. Cambridge Who's Who in turn features these charitable organizations and their goals on the Cambridge Charities website, where all 250,000 Cambridge Who's Who members can learn and read about them.

"We will continue in our commitment to delivering the highest quality networking resources for job recruitment, career enhancement and new business development to our members," said Mr. Robbins. "And, as soon as we identify a new service we can offer members, we'll try our best to provide it."