



POWER FOR THE NEW WORLD OF WORK.

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SOHO HERO™ Launches 'Business in a Box'

Saving the Day for Small Business Professionals Via Interactive Multi-media Services that Transform 'SOHOs' into Heroes

Atlanta, GA (October 12, 2007) -- *Business in a Box*, the newest business services initiative from SOHO HERO™, is slated to be the perfect solution for small business owners and those working out of the home who may lack critical resources vital for conducting business. Small business owners face unique challenges in a world of fast-paced deal-making, virtual everything and competition that seems to come out of the woodwork. SOHO HERO, which stands for **S**mall **O**ffice, **H**ome **O**ffice, offers a suite of services that catapults 'SOHOs' into the ever-evolving electronic age and makes them heroes to their clients and prospects.

The SOHO HERO concept launched in 1997, when savvy young entrepreneur and Atlanta resident, Chris Kouloukas, discovered that small office and home office business professionals had no place to go for meetings and other vital business services. As a result, the SOHO HERO Business and Meeting Center concept was born, and today the company provides a comprehensive resource for business owners and professionals who work from home, telecommute or are in need of private, professional meeting, work or conference rooms. "SOHO HERO represents a new '*world of work*' scenario that provides our **S**mall **O**ffice, **H**ome **O**ffice professionals state-of-the-art video-teleconferencing, business services, meeting spaces and wi-fi connections," explained Kouloukas, founder and president of SOHO HERO, Inc. Currently, SOHO HERO meeting/business centers serve customers in Georgia, North Carolina, South Carolina and Florida, with plans for ongoing expansion throughout the Southeast.

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SOHO HERO™ Launches 'Business in a Box'/add one

This fall, Koloukous and business partner, Ken Meyers, are taking the SOHO HERO concept to the next level by introducing '*Business in a Box*,' a suite of productivity products that collectively serve as an 'incubator' for small businesses and provide a one-stop shop with ancillary business services all businesses desire from a single source. In a nutshell, Business in a Box, includes:

- **SOHO WebPeople:** This interactive video application revolutionizes a business's website. Live actors are used to present an impactful 30- or 60-second sales message. This leverages 'people assets' and automates the sales process. WebPeople adds a human touch, makes a website more interactive and explains details with less reading by the site visitor. SOHO WebPeople personally greet, inform, sell, train and demonstrate. To see a live sample, go to www.sohohero.com.
- **ShareIt SOHO!:** *ShareIt SOHO!* enables all business associates to share announcements, calendars, contacts, links, tasks and team discussions from the convenience of their computer -- no matter where they are located. It is an easy and inexpensive company portal.
- **SendIt SOHO!:** *SendIt SOHO!* offers a simple but effective email program designed to initiate small to large email campaigns to current clients or potential prospects. Changes are easily modified with the touch of a button.
- **Savelt SOHO:** *Savelt SOHO* offers secure encrypted offsite file storage for business customers, allowing businesses to avoid costly data loss and down time, protect data from technical risks (viruses and worms, data corruption, power failures), human risks (theft, hackers, accidental deletion), natural risks (flood, fire, storms, lightning) and laptop risks (stolen, lost, damaged). It provides businesses a life insurance policy for priceless data.
- **SOHO Business Suite:** A business may not have an actual office, but SOHO HERO can provide clients a private suite address. SOHO HERO offers private mailboxes with a suite address -- not a P.O. Box address. SOHO HERO can provide an address with all the amenities, including receiving package deliveries and customer contact for special deliveries. And there's no need to worry about having mail held while out of town.
- **SOHO LOGO Creation:** SOHO HERO works with clients to create corporate logos that communicate who the business is and what it has to offer in an inspirational and communicative format. The result: A big corporate look on a SOHO budget.
- **SOHO Identity Package:** Along with logo design, SOHO HERO builds a brand identity through eye-catching business cards, letterhead and envelope design. A complete corporate branding package by SOHO will rival any corporate counterpart.
- **SOHO Web Design:** SOHO offers website design and e-commerce packages that fit a client's business style and budget. Choose from SOHO's simple three-page website, five-page website inclusive of e-commerce, or customized website.

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SOHO HERO™ Launches 'Business in a Box'/add two

- **SOHO HERO Community Guide:** If a business is looking to generate sales through a network with the local community, SOHO HERO offers clients the ability to be included in their business Community Guide for free. Recognizing the power of the small business community, SOHO HERO has created a vehicle for clients to generate leads and referrals through their Community Guide. To be a client, the only requirement is to open an account.
- **SOHO HERO Meeting Center:** While socially acceptable to conduct business in a coffee shop or restaurant, many are frustrated by the lack of privacy, excessive noise and limited space. SOHO invites businesses to conduct meetings with prospects, business associates and employees at SOHO HERO Meeting Centers (where available). The meeting center can be a new 'water cooler' for those needing a break from the home office, and clients can enjoy plasma TV and interaction with fellow SOHOs as well. If a client needs a workroom to assemble thoughts and papers, SOHO's rooms are designed for production. Private meeting facilities come complete with tools such as white boards, Wi-Fi, teleconferencing, writing tablets and bottomless STARBUCKS® coffee.

The SOHO HERO concept comes at a good time. "We're glad to have launched when we did, as our research has revealed that non-employer businesses, described by the Federal government as 'for-profit ventures run by an entrepreneur without any paid employees,' are growing dramatically in the U.S., which equates to a healthy business platform for SOHO HERO," commented Kouloukas. Such operations are becoming increasingly common, according to a new U.S. Census Bureau report. The bureau counted 20.4 million non-employer businesses across the nation as of 2005, the latest year for which figures are available.

SOHO HERO Business and Meeting Centers provide a complete menu of business services and meeting rooms for the 'new mom & pop shops' that have embraced the electronic age and understand the value of interactive business tools and opportunities. For general information on SOHO HERO and franchising opportunities, visit www.sohohero.com.

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