



*Your Guide To Value In Your Home Town*

**FOR IMMEDIATE RELEASE**

**CONTACT: Mike Way, CEO**  
[mike.way@fizzlers.com](mailto:mike.way@fizzlers.com)

**fizzlers.com, Commences Trial Operations in Maryland/DC/VA**  
**Three years in development, *fizzlers.com* sets out to perfect its new product**

**Shady Side, MD (April 1, 2006)** – [fizzlers.com](http://fizzlers.com), a new web-commerce site, will commence trial operations in Maryland, Washington DC and northern Virginia on Monday, May 1<sup>st</sup> 2006.

Fizzlers, the brainchild of creator, Mike Way began as a concept in 2003. The concept is simple, provide a B2B/B2C web portal in which small businesses, sole proprietors, home-based business and skilled tradesmen acting as free agents, can list their businesses where technical expertise and financial resources are required.

The Internet is an integral part of how consumers find any-and-everything needed for their daily lives. eBay and Amazon are examples of website of *first* resort. But let's suppose you're a skilled plumber or electrician who "moonlights" from his regular job on evenings and weekends. How does this person get new customers? And suppose you are a homeowner looking to unclog a drain or install a new circuit but do not have the resources to afford a mainstream craftsman? Enter fizzlers.com. This tradesman can list his/her business on fizzlers which allows the consumer to find him/her via our portal. The cost to the public is nothing while the business pays a small monthly or annual listing fee as well as in-line Hyperlinks to the business' existing website and/or promotions.

Any organization, regardless to size can list with us. Our site gives consumers a real choice. Additionally we offer the business without a web presence to enjoy the [benefits](#) of a [@fizzlers.com](#) website. The [@fizzlers.com](#) website is a site where we create a simple-to-complex website within our website. The business can give his customer our URL and a unique KEYWORD that will navigate the user directly to his/her web page(s). The business can also "nest" his fizzlers URL into emails directing his target market to take advantage of special offers, **eCoupons**, or whatever. For businesses who already possess an external website, they too, can easily and seamlessly be linked to appear when a search includes that particular business.

Fizzlers is not a phone-book-type compendium. Initially we are offering 50+ of the most popular categories. We are adding new categories at merchant and consumer requests. Consumers can also list different types of businesses they'd like to see. Our site is perfect for the person looking for a place to eat, a good mechanic, a hairstylist or many other goods and services. We currently offer restaurant, theater & film reviews by our critics.

We are particularly proud of our PUMP PATROL pages. Here, a consumer can determine by zip code, which gas stations have the best combination of price and services. Prices are reported by both consumers and station owners in real-time. Fizzlers offers a unique matrix for gasoline; an abbreviated page which shows basic cost and location and an extended page listing everything from public restroom availability to even telling a consumer if he can a propane tank refilled.

Fizzlers offers a free classified board. In the near future fizzlers.com is adding a job board presenting local employers a low-cost way to reach local talent without paying the huge fees associated with other job-search sites.

Fizzlers will be operating exclusively in the metropolitan Washington/Maryland area for its first two years of full-scale operations. In 2008, fizzlers.com will begin coast-to-coast operations with an eye toward international coverage in year 2010 and beyond. Read more about us [here](#).

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