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NEWS RELEASE

FOR IMMEDIATE RELEASE

BIZACTIONS ANNOUNCES RELEASE OF THEIR TIMELY OPPORTUNITIES CUSTOM WIDGET

Innovative web application supports effective viral marketing

Potomac, MD, May 28, 2009—BizActions, the nation's leading provider of electronic newsletters for Certified Public Accountants, announced today the release of its Timely Opportunities Custom Widget. "Timely Opportunities" are original business content articles produced by BizActions editorial staff on a weekly basis. Articles cover up-to-date information on relevant business-related subjects and issues. This innovative website application enables firms to display a current list of industry articles from their home page.

The Timely Opportunities Widget turns a static web page into a dynamic portal—offering fresh content and drawing clients back to a firm's website after the initial visit. Dynamic content that is regularly refreshed also drives the firm's web page higher in search engine rankings.

BizActions has developed two versions of the Timely Opportunities Widget—Standard and Custom. Branded to BizActions, the standard widget is free. Firms access the standard version from the BizActions website, and can then install it on any website or blog. The custom widget is designed to mirror the firm's website with unique sizing, colors, and branding. However, the most significant customization is represented as site visitors access individual article links. When a visitor clicks an article link within the custom widget, a new browser window opens that is branded with the firm's unique masthead and contains text links that direct visitors back to the firm's website. This is a key factor in building Search Engine Optimization (SEO).

"We developed our Timely Opportunities Widget to provide value to both the firm and their clients," stated Barry Friedman, CEO at BizActions. "The application benefits visitors to the firm's website by offering current articles relevant to their businesses. The value to firms is realized via ongoing connectivity with existing clients and prospects. In relation to the custom widget, firms benefit further through branding of articles with the firm's masthead and links back to the firm's website."

By offering content-rich, industry-specific articles and news, the widget enhances communication efforts and elevates the firm's image as an expert resource. As blogging and twittering become an integrated component of a firm's communication and marketing programs, links to branded Timely Opportunities articles will continually improve search engine rankings for all pages containing associated key words.

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“Our core mission is to develop technology that helps firms improve efficiency and supports business growth,” said Friedman. “Our custom widget represents a superior viral marketing tool that will direct clients and prospects back to the firm’s website again and again—and ultimately accelerate client acquisition.”

The Timely Opportunities Custom Widget was launched in April 2009. For more information on BizActions widgets, please visit BizActions.com or call **866.240.8477**.

About BizActions, LLC

Headquartered outside of Washington DC, BizActions provides professional service firms with customized, content-rich e-newsletters and a host of other helpful SaaS applications to improve communication efforts with clients, prospects, partners, and team members. Delivered through an innovative and powerful electronic business development platform, BizActions’ easy-to-use integrated suite of applications helps firms generate new business, increase name recognition, enhance cross-sales opportunities, and position themselves as experts. For more information on BizActions visit BizActions.com or call **866.240.8477**.