



Award-Winner SMARTi Solutions Honored by NYC Mayor's Office - Only marketing firm recognized -

(March 9, 2005) SMARTi Solutions, an innovative marketing talent agency, has been selected to receive a Small Business Award as one of 16 small businesses in New York City that "shape, serve and improve the lives of women." Announced by Mayor Michael Bloomberg during a press conference on March 3, 2005, the awards were created by the New York City Department of Small Businesses in conjunction with the City's Commission on Women's Issues, in commemoration of Women's History Month. The purpose of the awards is to acknowledge the efforts of small businesses in New York City that facilitate success for women and the recipients with grants to help their businesses grow and prosper.

"It is an honor to present these awards to businesses that have made exemplary contributions to the success of New York City Women. It is their ingenuity in entrepreneurship that makes New York City a global leader when it comes to doing business," said Mayor Bloomberg.

Among the various fashion, technology, entertainment and restaurant businesses selected as award recipients, ***SMARTi Solutions was the only marketing firm to be honored.***

The criteria used for selecting award recipients included: business success, entrepreneurial success and facilitating success and providing measurable benefits to women in NYC. Award recipients were required to have fewer than 100 employees, and have annual revenue not exceeding \$2.5M.

"I consider it the highest honor to be included among such an incredible assembly of New York's entrepreneurs," remarked Michele Harris, President of SMARTi Solutions, who accepted the award at Gracie Mansion. "We're committed to fulfilling our clients' needs. This award underscores how our innovative business model--which helps other businesses prosper, contributes to the city's economic growth. Receiving this level of recognition is incredibly gratifying."

SMARTi Solutions plans to use the grant to increase awareness of their unique value and expansive service set.

"New York City women are the most dedicated and successful in the world," said Anne Sutherland Fuchs, Chair of the New York City Commission on Women's Issues. "Women in New York meet the biggest challenges head on with their drive to success, and help make this City flourish with opportunity. We are pleased to award those entrepreneurs who demonstrate strength, perseverance and dedication to benefiting women and giving back to the New York City community."

SMARTi Solutions™ provides Marketing resources, Advisory, and Talent to businesses, and offers Representation and Sales support to boutique advertising, marketing and public relations agencies and practitioners. SMARTi Solutions is the first agency search firm to specialize in the boutique agencies, to offer free agency matchmaking and affordable agency reviews for the mid-size marketplace. The firm works with 877-SPIRITS; Globix; SpaFinder; Reis; First Consulting Group; National Grants Conferences, Lighthouse International, and others across a variety of industries in the U.S., Canada & Europe. Visit www.getsmarti.com for more information.

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