

NEWS RELEASE

For Release on December 3, 2008

SmartDraw.com Contact:

Public Relations
Phone: 858-225-3340
E-mail: PublicRelations@smartdraw.com

Working Smarter Network to Benefit Business Professionals

New Initiative Provides One-Stop Access to Free Business Strategies, Tips and Tactics by Noted Experts

San Diego, CA. December 3, 2008 - SmartDraw.com, publisher of the Working Smarter blog, which offers practical strategies and ideas for businesses of all sizes (<http://blog.smartdraw.com/>), has announced the formation of the Working Smarter Network (WSN).

The WSN is an exclusive consortium of websites and blogs that provide varied, relevant and useful information to help businesspeople be more effective.

"There are dozens of sites, in addition to our own devoted to providing valuable business and marketing information. The problem is that most people who can use this knowledge don't know they exist," said Paul Stannard, CEO of SmartDraw.com. "We started the WSN as a way for a businessperson to readily identify sites—in one location—that offer only relevant, truly usable and proven business strategies, tips and tactics that can help them succeed."

WSN members are nominated for membership by an advisory group that conducts a rigorous site review process focused on quality, relevance, content, and applicability. WSN members are then identified by the exclusive Network emblem on their web site blog roll. All members then include the blog roll links on their sites so that businesspeople can quickly jump to and from sites that are most useful for their needs.

Importantly, WSN content, which includes articles that contain lessons and free eCourses, is shared with millions of business owners, managers, consultants and other professionals looking to improve their communication, business processes and productivity, whether it is by visually communicating processes, improved sales tools, more convincing presentations, enhanced marketing and management skills or general professional development.

Charter members of the Working Smarter Network include:

1. Altman's Better PowerPoint
2. The PowerPoint FAQ
3. B2B Sales & Marketing Knowledge Sharing
4. Drew's Marketing Minute
5. The JF Selling Resources Blog
6. Indezine – PowerPoint & Presentations
7. Marketing Interactions
8. Selling Magic Sales Journal
9. The YouBlog - Presentations & Communication
10. Wilder Presentations
11. B2B Marketing Confidential
12. PBR – Sales Training & Leadership
13. The Sales Hunter

Network member website information, content, and new member enrollment instructions can be found at: <http://blog.smartdraw.com/>.

“Reaction to the WSN has been overwhelmingly positive,” said Stannard. “Businesspeople appreciate knowing there is a growing network of sites and information in one easy-to-find location. We expect the WSN member base to increase exponentially in the months ahead.”

About SmartDraw.com

SmartDraw is the only software that makes it easy for anyone to document, analyze, and communicate their work visually and with professional-level results. Because people retain information six times greater when it is presented to them visually, SmartDraw helps millions of businesses to improve communications, effectively organize ideas, refine operations and work smarter by easily creating flowcharts, timelines, Gantt charts, maps, floor plans and more. In addition to providing software, SmartDraw is the publisher of the Working Smarter Blog, offering businesses of all sizes free access to strategies, tactics, and tips for success. The company's customers include more than half of the members of the Fortune 500, 2,000 K-12 schools and universities, and thousands of law firms, police departments, health systems and private enterprises of all sizes. Founded in 1994, SmartDraw.com is privately-held and based in San Diego, CA. For more information or to download a free trial version, please visit www.smartdraw.com.