

## PRESS RELEASE

Of interest to editors and journalists covering:  
Advertising/Marketing, NonProfit Organizations, DotCom, CT Business News

Reposition, Inc. to Offer Free Service to Help Non-Profit Children's Groups  
Test the Strength of Their Marketing Efforts

LYME, CT - May 6, 2004 /Send2Press Newswire/ -- Reposition, Inc., a Connecticut-based marketing company, has announced that they will be donating five memberships to non-profit organizations that support children, through their division [www.yourfocusgroup.com](http://www.yourfocusgroup.com).

"The effort, called 'Focus On The Children' will offer free applications based on need and merit to five non-profit groups who contact [yourfocusgroup.com](http://www.yourfocusgroup.com)," said [yourfocusgroup.com](http://www.yourfocusgroup.com) Co-Founder Jeffrey Fanelli.

"One of the reasons my wife Kimberly and I founded Reposition, Inc. and [yourfocusgroup.com](http://www.yourfocusgroup.com) was out of a deep desire to spend more time with our daughter," Fanelli said. "As parents, we have a deep commitment to children. As business owners, we are passionate about making our clients' budgets go as far as they can. 'Focus On Children' was a good way to combine both drives and help non-profit organizations that make a difference."

[Yourfocusgroup.com](http://www.yourfocusgroup.com) is an online Customer Feedback Application that allows companies to gain customer insight on nearly any part of their marketing efforts, from websites to advertisements to logos. For an annual fee customers launch evaluations that are as small as three or as large as 250 people. More dynamic than a traditional survey, customers can get instant feedback on numerous marketing initiatives. Users of the application can perform an unlimited amount of evaluations during their membership.

Under The Focus On Children program, Fanelli is inviting any non-profit, U.S.-based group that serves children to visit <http://www.yourfocusgroup.com> and apply for the free membership. All entries will be evaluated based on need, services and history, and five will be selected for a free annual membership. Interested groups have until June 30, 2004 to submit their applications.

"Kimberly and I realized that while corporations may have a strong budget for their market research efforts, non-profit groups face unique challenges," Fanelli said. "They may not have a large marketing budget and need a way to make sure that each and every marketing dollar is well spent."

About Reposition, Inc.

Reposition, Inc. is a marketing company dedicated to providing superior yet affordable marketing services. Reposition, Inc. owns and operates [yourfocusgroup.com](http://www.yourfocusgroup.com).

Media Contact:  
Jeff Fanelli  
Of Reposition, Inc.  
+1-860-434-0063 ph  
+1-860-371-2852 fx  
[jfanelli@yourfocusgroup.com](mailto:jfanelli@yourfocusgroup.com)

# # #

[ source of news = Reposition, Inc. ]  
ref: <http://www.send2press.com/2archive/2004/04-050603-reposition.txt>  
<http://www.send2press.com/2archivePDF/04-050603-reposition.pdf>

-----  
\*IMPORTANT NOTE TO MEDIA:

to reach the organization releasing this news, please contact:  
jfanelli@yourfocusgroup.com (media only)

If used for publication, please send specimen copy.  
-----

S2PRN-ns/4c/ CT / Hartford, Connecticut / Copr. (c) 2004 Send2Press.

This release was issued on behalf of the above organization,  
who is solely responsible for accuracy of content,  
by Send2Press(TM), a unit of Neotrope(R). <http://www.Send2Press.com>

[[www.DotComNewswire.com](http://www.DotComNewswire.com)]