



NetworkDirect Changing Name to WEmailGreen™; Focused on Restaurants

NetworkDirect, established in 1997, announced its plans to change the company name this fall to WEmailGreen™ with a new tag line “for restaurants only”. Steve Emory, President and CEO of NetworkDirect stated “the new name and tag line reinforces our commitment to serving the restaurant industry with affordable local store marketing solutions and the fact that our advertising and marketing services no longer include more costly offline media.

Chicago, IL, May 16, 2008 --(PR.com)-- NetworkDirect, established in 1997, announced its plans to change the company name this fall to WEmailGreen™ with a new tag line “for restaurants only.”

The announcement was made to coincide with the May 17-21st National Restaurant Show in Chicago.

Steve Emory, President and CEO of NetworkDirect stated “the new name and tag line reinforces our commitment to serving the restaurant industry with affordable local store marketing solutions and the fact that our advertising and marketing services no longer include more costly offline media.

We have used the WEmailGreen™ name commercially for the past year and it has boosted email delivery rates for our restaurant clients to over 90%.”

Mr. Emory said that “our suppliers and vendors are also “green” including Listrak, our email technology partner and Titan Mobile Shredding, our NAID certified paper shredding and recycling vendor.”

NetworkDirect maximizes ROI in restaurant customer relationships with proven turnkey marketing programs that drive traffic to store locations with permission Email.

The company's highly customized and personalized services are designed for small independent restaurants and restaurant franchises.

NetworkDirect develops and hosts online customer databases, designs and publishes Web site landing pages and national Email advertising campaigns that deliver repeat guest visits and increased revenue to clients.

Its on-demand, local store Email marketing service helps small and franchise restaurants seamlessly integrate email with national campaigns and strengthen brand affinity in local markets.

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Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/85718>