



Golden Impressions

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## For Immediate Release

### GOLDEN IMPRESSIONS SIGNS NEW SOCIAL NETWORKING CLIENT

#### *- TotalPaas Joins Client Roster of Software Innovators -*

**AURORA, Colo. (January 4, 2010)** – Golden Impressions Marketing, Inc. today announces it has signed San Francisco-based TotalPaas, Inc. as a new client. TotalPaas is a new web based technology innovator that markets a hyperlocal social media-marketing [platform](#) for community leaders building personalized [online communities](#). TotalPaas makes building and deploying a local social community platform simple, less expensive and faster to market and offers the following advantages:

#### Service providers:

- Lower customer churn rate
- Augment the current revenue model
- Profit from a technology franchise business model

#### Newspaper publishers:

- Launch new personalized sites easily with minimum investment
- Establish new revenue streams with more sites for more ad positions
- Increase reach and hang time

#### Health companies:

- Educate patients with quality content
- Promote community health programs
- Build presence and trust

The TotalPaas personalized hyperlocal social media-marketing platform addresses the demand from service providers, newspaper publishers and health companies for ways to expand their revenue opportunities. Utilizing PortalPaas, local communities are strengthened with the freshest local information connecting both consumers and businesses together which results in local economic growth. Industry surveys demonstrate that 66% of online searches are for local businesses and 61% of these searches result in purchases creating an excellent business climate for TotalPaas. Further information is available at <http://www.totalpaas.com/press.php>

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### **Innovative Marketing and Public Relations**

Founded in 1999, Golden Impressions Marketing, Inc. is a progressive B2B advisory firm providing innovative marketing and public relations services. The fusion of Golden Impressions' strategic and tactical knowledge base enhances our ability to improve our client's competitive edge and achieve their business objectives. Golden Impressions provides:

- Public Relations
- Advertising
- Marketing Services
- Business Development
- Research & Analysis

### **About Golden Impressions Marketing Inc.**

Golden Impressions Marketing, Inc. supports technology companies with a particular emphasis on the software application market. We help our clients market complex concepts to the government and commercial sectors in a way that resonates with their targeted audiences. Golden Impressions clients include growing technology innovators and venture capitalists launching new businesses or company turn-arounds. Typically these situations require marketing and sales expertise for repositioning and new business development. To learn more visit [www.goldenimpressions.com](http://www.goldenimpressions.com).

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