

FOR IMMEDIATE RELEASE

HART COMMUNICATIONS LAUNCHES 'THE SAVVY MARKETERS' *Web-based Courses Offer Training, Templates & Tools Designed for Small Business*

SAN FRANCISCO (April 21, 2008) — Hart Communications, an independent San Francisco-based public relations/marketing communications firm, has launched a new training program to serve the unique needs of small business: The Savvy Marketers (www.thesavvymarketers.com). The launch was timed to coincide with National Small Business Week, April 21-25.

Led by brother-and-sister marketing team Tim Hart and Kathleen Hart, the Savvy Marketers program is a series of Web-based courses to provide small business owners with skills to master the marketing needs of their companies and demystify what can be an overwhelming process. By the end of the courses students emerge with a comprehensive, actionable marketing plan that's appropriate for their business -- in a budget they can live with.

Because classes are taught over the Web via Webinar (web plus conference call), students can attend the interactive sessions from any location or time zone.

"Small businesses come to us time and again with two important issues they need help with," said Tim Hart, owner of Hart Communications and a lead instructor for the Savvy Marketers program. "One, they're overwhelmed by marketing options available to them and two, they're afraid they'll make expensive mistakes.

"We launched the program to address these important questions. We want to help entrepreneurs – regardless of whether they're marketing novices or veterans – develop the skills that will serve them for the lifespan of their businesses – along with providing them with the tools, tips and techniques they can start using today."

ABOUT THE COURSES

The centerpiece of The Savvy Marketers is the Basic to Brilliant in 90 Days course – a 12-consecutive-week, one-hour Webinar series that gives small business owners a grounding in the fundamentals of marketing that the "big guys" use – with guidance, tools and techniques relevant to small companies. Enrollment is now open for the Summer 2008 course, which begins June 4. The Fall 2008 course begins Sept. 3.

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Among the topics addressed:

- How to develop a detailed marketing budget
- How to create a year-round marketing calendar
- Essentials of standout marketing materials
- Essentials of Websites and e-marketing
- Grassroots marketing and cross-promotion
- Basics of PR & media
- How to make the most of a tight budget
- How and when to ask for help if DIY isn't right for you

The use of a Webinar format allows students to from the comfort and convenience of their homes or offices, regardless of location. All students need is both a phone and an internet connection. Unlike other programs, which use phone-only conference calls, the use of the Web in the Savvy Marketers courses helps instructors fully share information and examples in what is a often a very visual business.

In addition to the weekly Webinar sessions, students can also attend a voluntary, weekly virtual “office hours” conference call – modeled after drop-in hours on a college campus -- where they can ask questions on homework, test ideas, network and more.

“We want this to be a robust, but friendly, supportive and safe learning environment,” said Savvy co-founder Kathleen Hart. “We’re all rooting for each other here and we think the office hours is just one more way we can connect and get entrepreneurs the help they need.”

The Basic to Brilliant in 90 Days course is priced at \$1,185; enrollment is now open for the course which starts June 4. Students can easily enroll online on the Savvy Marketers website – www.savvymarketers.com -- in one payment or through three convenient monthly installments. They can also attend scheduled, free preview conference calls with Tim and Kathleen Hart to determine if the course is right for them.

ABOUT ‘THE SAVVY MARKETERS’

Tim Hart and Kathleen Hart have a combined 40 years’ of executive-level experience with leading advertising and public relations agencies as well as nonprofit organizations and small businesses. As Savvy’s lead instructors, the brother-and-sister team has combined their experience with big-business process, planning and management skills with a small-business agility and sensibility to create a user-friendly training program for teaching sound marketing practices.

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Before launching The Savvy Marketers and Hart Communications, Tim Hart was formerly an executive with global public relations agencies including Ketchum, Golin/Harris and Weber-Shandwick, as well as with the American Cancer Society. Clients served over the years span industries ranging from food & wine to healthcare, technology, biotech, government, nonprofit and the arts.

Kathleen Hart is a former Senior executive at global ad agencies J. Walter Thompson, Young & Rubicam and Campbell-Ewald – she’s served some of toughest clients in a variety of industries: automotive, airline, travel and hospitality, government and insurance. Her areas of expertise span a broad range of functions including: print, broadcast, direct mail, studio operations, project management, creative, purchasing and supply-chain management.

ABOUT HART COMMUNICATIONS

Founded in 2005, Hart Communications is an independent public relations/marketing communications agency based in San Francisco. In addition to its work with small business, the firm has special expertise and experience in food & wine, health & wellness, nonprofit and the creative & performing arts. Hart Communications can be found online at: www.hart-communications.com.

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EDITORS NOTE: Additional information (including founder bios, FAQs and small business facts), and downloadable imagery (screen grabs, logos and founder photos) can be found in The Savvy Marketers online pressroom: <http://www.thesavvymarketers.com/savvy-media.htm> .