



PRESS RELEASE

hibu Lends its Support to Small Business Saturday®

East Meadows, NY – November 25, 2015 – hibu Inc. today announced its participation in this year's Small Business Saturday®, taking place on November 28th, 2015. Small Business Saturday is a day dedicated to strengthening the community by supporting local small businesses.

hibu will be promoting Small Business Saturday on the hibu website, hibu blog and in email campaigns encouraging consumers to shop small and encouraging hibu clients and prospects to be part of the initiative. Created by American Express in 2010, Small Business Saturday serves as the ceremonial kickoff to the holiday shopping season for small businesses across the United States. In 2014, nearly 3,000 Neighborhood Champions rallied local businesses and created events and activities to drive shopping at small businesses around the country. The day was also celebrated by elected officials in all 50 states and Washington, D.C., including President Obama.

hibu recognizes the importance of supporting small businesses in the U.S., the jobs they create, and the culture they instill in local communities. According to the U.S. Small Business Administration, as of 2014, small businesses nationwide accounted for 63% of net new private-sector jobs created and represented 99.7% of all employer firms.¹

Merchants and consumers can learn more about Small Business Saturday and how to get involved by visiting ShopSmall.com and the official Small Business Saturday Facebook page.

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ABOUT HIBU

hibu Inc. helps local businesses reach connected consumers through leading digital advertising and marketing solutions. hibu applies insights gained from hundreds of thousands of local marketing campaigns that we've performed for businesses across the US to improve our clients' competitive positions. hibu's solutions include websites, search marketing and optimization, display, online and social presence management and directories --- serving the needs of local businesses to win, keep and grow new customers. For more information on hibu, visit www.hibu.com.



ABOUT SMALL BUSINESS SATURDAY

November 28th marks the sixth annual Small Business Saturday, a day to support the local businesses that create jobs, boost the economy and preserve neighborhoods around the country. Small Business Saturday was created in 2010 in response to small business owners' most pressing need: more customers.

¹Small Business Administration Office of Advocacy Frequently Asked Questions, March 2014.