

## **10-20 Media unveils website marketing tools with launch of new comprehensive 'Home and Garden' Marketplace Network containing Virtual Product Tags.**

Woodbine, MD – June 8, 2009 - 10-20 Media, a provider of marketplace publishing tools for publishers and retailers, today announced the official launch of its 'Home and Garden' Marketplace Network.

10-20 Media's turn-key, hosted marketplace empowers retailers with affordable online marketing opportunities that make it possible to [reach local consumers](#) who are actively researching specific home and garden products online.

"As a garden center business owner for four years, and in web businesses prior, I have experienced consumer marketing shift to the web, which continues to become a larger portion of our advertising spend," said Wally Steinhauser, Wingard's Nursery and Garden Center. "Our customers and potential customers are spending more time online, researching products and services, prior to their visit to the business."

Crafted to empower search of the home and garden retail industry, the 'Home and Garden' Marketplace Network also provides retailers with practical tools to help them meet the product research needs of local consumers. "By positioning itself as a valuable resource from the beginning, a retailer can naturally develop a favorable relationship with local consumers," said Steve Cissel, CEO, 10-20 Media. "Ultimately, the retailer will be considered a trustworthy vendor when the consumer is ready to buy."

In an effort to meet this need, 10-20 Media is announcing the addition of Virtual Product Tags to the tool box, which already contains its Virtual Plant Tags offering. This website toolbox allows retailers to offer consumers a wealth of practical information about thousands of plants and garden products, and allows the consumer to find them on the retailers website.

### **About 10-20 Media**

10-20 Media, Inc. is a local search and advertising network featuring compelling product and service content and search functionality integrated into a turn-key, white label offering to media publishers. Included in the marketplace platform are the 'Virtual Plant Tags' and 'Virtual Product Tags' platforms. These platforms enable consumers to find detailed product information about gardening plants and products. For more information, visit [www.10-20media.com](http://www.10-20media.com).