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New Site Helps Unemployed and Corporate Escapees Launch Internet Businesses

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BOCA RATON, Fla., Oct. 21 /PRNewswire/ -- Erosion of Americans' home values, retirement accounts and employment prospects in the housing market collapse shows again that individuals need to put themselves in control of securing their financial future. Many have come to realize that starting businesses may be their best, fastest and least cost path to future prosperity. One Rhode Island man who left his AT&T job and used retirement savings to buy a small business summed up for the New York Times the difference between working for others and working for yourself: "I'm creating an asset I want to be a part of, instead of just stumbling along on a career path at some big company."

Florida-based Internet entrepreneur Owen Frager wants to help more people

make that transition -- but on the Internet rather than in the bricks-and-mortar world. Frager has launched Grand Names (<http://www.grandnames.com>), the Web's newest marketplace for domain names.

"I created Grand Names to put people in control of their own destinies," Frager said. "No one gets rich working for a paycheck. Real wealth and the security it brings requires ownership. I want people to see Grand Names as a key part of their exit strategy from the corporate grind"

Explained Frager: "The right name is the most important part of an Internet-based business. It can directly impact your image, instantly establish trust and credibility, and gain more recognition among all stakeholders. It makes the difference between being found or staying hidden when customers come searching. The most effective names serve as that one element vital to the success of all direct marketing: a relevant and memorable call to action. The results they generate can strengthen a company's online brand-building effort."

At launch, names offered for sale included: Average-Joe.com, CandyHere.com, iNeedADivorce.com, TrackVotes.com, StudentMarketer.Com, AMatterofHealth.com, FullPriceForYourHouse.com, PayLoansoff.com, MileageBank.com, CheckSugar.Com, OneDoseToday.com, ThinkBeforeYouDie.com, Namestakes.com, Merriest.Com, ExecutivePotential.com, FindADateOnTheInternet.com, and hundreds of others.

In keeping with the site's theme of "Great names for under a grand,"

Behind the world of healthcare are the technology services of the world's business ally.

Behind success there's

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all names cost less than \$1,000.

Fragger says one advantage of online businesses is that people can start and run them part-time while they continue to work for a salary, a theme recently echoed in major media. Brian Martin, co-founder of Brand Connections, wrote in on AdAge.com that "the smartest pathway to small-business success in our industry is to keep your day job and start part time. It might mean working nights and weekends for a while. But ultimately you'll find that your part time business can be your key to full-time success."

Online businesses also offer the benefit of rapid time to market and low start-up costs, a feature especially attractive to those with limited resources after losing or quitting a job. A WSJ.com article headlined "How to Create a Successful Web Site For Nothing (or Almost Nothing)" offered a 7-step program for building, promoting and operating an online business -- on an initial investment of eight hours and \$10.

Fragger intends to offer the same type of advice to Grand Names customers.

"Most domain business start-up solutions are robotic, self-serve, and provide no human connection at a time when people taking bold steps need handholding the most," said Frager. "To have the support and counsel of a team like our advisory board and marketing consultants goes way beyond what fledgling entrepreneurs can find elsewhere."

About GrandNames.com

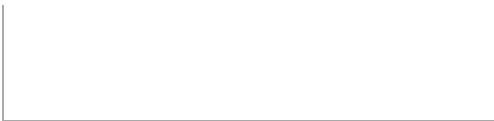
Grand Names is a new brokerage and marketplace for domain names, where every name cost less than \$1,000. The Grand Names Marketing Campaign provides members affordable access to professional copywriters, designers and marketing consultants who understand how to reach prospective buyers of their names.

For more information, contact Owen Frager, Frager Creative Group, at 561-620-8708.

Random Sampling of Names Offered

ApplenuT.Com; Breaststroke.Org; Manizzle.Com; Meghan.Biz; BlogProud.Com; Residenceblog.Com; AnalyzeRoi.Com; GolfSaudiArabia.Com; StuffForLovers.com; CreditCardMinimumPayments.Com; Far-Left.Com; GetReliefFromBreastPain.Com; LongRecession.Com; PayLoansOff.com; Smart-ads.com; Webstreamer.com; ORateLoan.com; iHaveSeniority.com; Bright-Idea.com; MoreSexForSeniors.com; GetOnList.com; StyleTip.mobi; PresidentDolls.Com; ReplaceJoint.Com; 800ski.Com; SantasWebList.Com; Too-Sexy.com; Shortrecession.Com; InfoOlogy.com; Unblended.com; LetMeTellYouAboutMyGrandchildren.com; WeSellSofas.com; FutureDotComMogul.com; UndergroundManual.com; StuffForMakingFurniture.net; VoteForMeSong.Com; OfficialRecession.Com;; AcapulcoBeckons.com; MacMullens.com, GiveTheLittleGuyAChance.com; PeepShowBooth.com; WeSellBeds.co.uk; iWantaCigarette.com; UserIdentification.com; WorldsGreatestHits.com; Unbleached.com

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