



FOR IMMEDIATE RELEASE

New Service Allows Consumers to Provide Vital Feedback to Local Businesses

Texarkana, TX - July 11, 2007 - A free consumer referral service connecting local consumers to local merchants via word-of-mouth, rateTexarkana.com (www.ratetexarkana.com), today announced its official launch.

"I am very excited about providing this new service to Texarkana area consumers and the merchants who serve them," said Randy Rankin, president and founder of rateTexarkana.com. "Any business owner will tell you word-of-mouth advertising is powerful. This service provides an effective way for local businesses to monitor what consumers are saying about them."

The free service allows members to share their experiences with other consumers. As a result, local consumers and merchants can connect with each other much more effectively.

"This service will be of great benefit to local merchants. It will provide them with a means of monitoring how well they are performing. They can then apply this information to continually improve the quality of the goods and services they provide to both new and existing customers," said Rankin.

About rateTexarkana.com

rateTexarkana.com connects consumers to merchants through word-of-mouth referrals. Based in Texarkana, Texas, the company was founded as a free online community designed to let people share their opinions and reviews of local businesses. Visit www.rateTexarkana.com to search for referrals from people in your community, or to sign up for a free membership to share your own opinion.

For further information, contact Randy Rankin at 903-276-5565.

###