

FOR IMMEDIATE RELEASE**Small business owners resolve to ramp up marketing in 2010****New affordable hands-on marketing training program launches in Calgary**

Calgary, Alberta – January 4, 2010 – Small business owners in Calgary are resolving to improve their marketing efforts in 2010 and they have a new innovative tool to help them succeed.

Glue Solutions has launched GlueEd, an affordable, practical and hands-on small business marketing training program that focuses on entrepreneurs. The one-of-a-kind training program is launching on Jan. 7 with six participants. It consists of seven group classes and three one-on-one training sessions.

“It was clear to us in 2009 that small businesses need another option to meet their marketing needs if they are going to succeed in this new economy,” Fiona Friesen, president of Glue Solutions, says. “GlueEd is designed to give them the tools to develop a comprehensive marketing strategy, and the confidence to execute it with the best tactics that fit their budget.”

GlueEd is a flexible training system that has been developed to cater to individual business’s needs and values to provide a unique hands-on educational experience. Using the proven Duct Tape Marketing system as its backbone, GlueEd’s mission is to teach what they don’t teach in school by bringing practical learning into Glue’s hands-on training centre. Friesen is a certified Duct Tape Marketing coach, which is a system developed by small business marketing guru John Jantsch.

Upon completion of GlueEd, graduate clients earn credits towards additional marketing and design services to execute their plan. Glue’s team provides these services. They include graphic design, copywriting, website development, search engine optimization and public relations.

“After our clients graduate they are immediately surrounded by a support network of marketing and design professionals that can help them implement their marketing strategy,” Friesen says. “After completing GlueEd, our clients will no longer be dependent on marketing agencies to advise them on their marketing needs. They will have the skills and confidence to tackle it themselves and put more of their budget towards actual marketing tactics, instead of consulting fees.”

GlueEd is \$3,000 per participant and requires approximately three months to complete. Classes for the next round of GlueEd will begin on Jan. 14. To sign up for GlueEd call 403-718-0148 or visit www.gluehq.com.

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About Glue Solutions

Glue Solutions is an innovative marketing company based in Calgary, Alta. Launched in 2004 by Fiona Friesen, Glue expanded quickly to become the go-to company for businesses looking for marketing and design strategies to take their business to the next level.

With a solid track record of providing marketing excellence, in 2010 Glue transformed to become a one-of-a-kind small business marketing training centre in Calgary. With an unwavering passion for small business, Glue is now giving entrepreneurs the education and tools they need to take their companies forward.