



PRESS RELEASE

For More Information, Please Contact:

Cathy Bieterman
Economic Development Coordinator
City of Painesville
440-392-5795
cbieterman@painesville.com

Cathy B. Horton, Esq.
Beta Strategy Group, Ltd.
Village of Chagrin Falls
440-484-2235
cathy@betagroup.us

FOR IMMEDIATE RELEASE

**CITY OF PAINESVILLE ANNOUNCES WIRELESS SERVICE
AT WELCOME BACK CONCERT**

PAINESVILLE, Ohio (August 25, 2008) – The members of the Lake Erie College business group, Students in Free Enterprise (SIFE), in conjunction with the City of Painesville, Ohio, held a Welcome Back Concert for the community.

This event marked the deployment of a wireless system, called MuniSync™, throughout the City square that will connect, in its additional phases, Lake Erie College, its Entrepreneurship Center, the City and local businesses, forming a truly connected community in Painesville.

“This is such a great event for the City, local businesses, students and community,” said Rita McMahon, City Manager for the City of Painesville. “It was a way for us to bring all our City constituents together, allowing them to understand how they can work together in a fun and energetic way, while educating them on the strides the City has taken with its wireless connectivity and economic development.”

The MuniSync™ platform was created and deployed to enhance the connectivity of local businesses and Lake Erie College with the City of Painesville. By having the ability to network truly in a connected community atmosphere, businesses are more prone to prosper and stay, or even move their companies to Painesville. Students at the Entrepreneurship Center at Lake Erie College, and elsewhere, will also be more likely to remain in the area, seeking jobs due to the influence of technology, connectivity and economic growth.

-more-

The event was held from 4 p.m. to 9 p.m., August 23 at Painesville's Veterans Park in the Square, and was free and open to the public. The event was kicked off with the Welcome Back Concert by Lake Erie College, with local rock bands, vendors, booths and more.

"The event was a celebration of the new wireless connectivity that has pulled the community together and launched a strategic economic development initiative throughout the City," said Cathy Horton, CEO of Beta Strategy Group, a City partner retained to deploy the wireless connectivity for both the college and City. This all comes as a result of our deployment of the MuniSync™ program this year."

The mission of the Lake Erie College business group is to build a partnership between the students of Lake Erie College, the Downtown Painesville Organization and the City of Painesville. By connecting the College and the City, pulling students into downtown to launch their entrepreneurial pursuits and making City government more efficient, Rita McMahon has successfully launched a new economic and strategic vision for Painesville.

All proceeds of this event were donated to Habitat for Humanity of Lake County.

For more information about the event, visit www.welcomebackconcert.com or visit www.munisync.com.

About Students in Free Enterprise at Lake Erie College

SIFE is a nonprofit organization that gives students the tools to learn the free enterprise system in a real working situation. SIFE challenges students on more than 800 college campuses nationwide to take what they're learning in the classroom and use their knowledge to better their communities. Guided by faculty advisors who are named Sam M. Walton Free Enterprise Fellows in honor of the late Wal-Mart founder, SIFE Teams establish a variety of community outreach programs that teach free enterprise. For more information, visit www.lec.edu/studentlife/orgs/sife.

About the City of Painesville

The City of Painesville is one of 23 municipalities in Lake County in northeast Ohio. Covering 5.2 square miles, the City of Painesville is bounded on the north by the Villages of Grand River and Fairport Harbor; on the east by Painesville township; on the south by Concord township; and on the west by the City of Mentor. Painesville is located 30 miles east of the City of Cleveland and approximately 2.5 miles south of Lake Erie. For more information on the City, please visit www.painesville.com.

About Beta Strategy Group

Beta Strategy Group provides the market analytics, creativity and the methodologies required to deliver successful economic development and digital inclusion results to, governments, municipalities and not-for-profits. Our innovative, economic development and inclusion strategies for municipalities has been delivered successfully to give a competitive advantage to those cities and organizations who seek to become truly connected digital communities. For more information, please visit www.betagroup.us.