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## **Demand for Bizzuka Web Content Management System Software Solutions Spurs Increase in Sales Staff**

*Bizzuka adds three industry sales veterans to keep pace with growth*

November 11, 2008 – **LAFAYETTE, LA** – Bizzuka, Inc., one of the country's leading providers of Web publishing and content management tools for small to medium-sized businesses, today announced the addition of three more sales veterans to keep pace with the steadily increasing demand for their services: Chris Anderson, Charles McMillan and Steve Holub.

"We have exceeded our forecast through the first three quarters of this year and are expecting more of the same through the end of the year and for 2009," said Bizzuka CEO John Munsell. The company is rapidly expanding its reach from a regional to a national force within its industry, with plans to go global in the near future. "We now have more than 400 customers in 37 states," said Munsell, "and expect to be just as successful in major international markets."

Chris Anderson, who is joining the fast-growing Austin-based sales team, has been an award-winning online advertising salesperson with AZCentral.com (Web site for The Arizona Republic and KPNX-TV) since 2004. The company's top digital media account executive in 2007 and 2008, Chris was online advertising agency sales manager before joining Bizzuka. He received his Bachelor of Science in Communication from the University of Wisconsin-La Crosse and his Master of Mass Communication from Arizona State University Walter Cronkite School.

Charles McMillan, joining the Louisiana sales team in the Baton Rouge market, has been a top sales executive with a number of leading medical and health care manufacturers for the past 20 years. Most recently he was regional sales manager for Abaxis Medical, responsible for sales in Louisiana, Mississippi and Arkansas. Before that he was a business development specialist with Barnes Distribution and senior regional account manager for Roche Diagnostics. McMillan graduated from Southeastern Louisiana University with a Bachelor of Arts degree in Business Administration, and lives with his wife in Baton Rouge.

Steve Holub is the first Bizzuka staff member based in Florida, where he has lived and worked as a marketing consultant since 1982. He has worked for advertising and public relations firms of all sizes, as well as forming his own marketing company with two partners several years ago. He received his Bachelor of Science in Business Administration from the University of Cincinnati, and his Master of Arts in Journalism from The Ohio State University. He and his wife and daughter live in Valrico, Florida.



His in-depth insight and experience working for advertising agencies and public relations firms will assist Bizzuka's push to expand its highly successful Agency Partner Program (<http://www.bizzukapartners.com>) launched earlier this year.

"Bizzuka is definitely on a roll," said Bizzuka Senior Vice President of Global Sales and Business Development Charles Lauller. "More and more, small to medium-sized businesses facing an increasingly challenging market and economy are finding that our services give them a much-needed competitive edge. We will continue to invest in top quality people and programs to capitalize on this interest, and to help our clients continue to succeed."

Lauller said that McMillan's strong background in the medical products and healthcare industry will be instrumental in Bizzuka's continued growth in that business sector. In addition, he said that Anderson and Holub's experience working with advertising, marketing and public relations firms will assist Bizzuka's push to expand its highly successful Agency Partner Program launched earlier this year.

"To compete in today's marketplace, agencies are finding that they must become proficient in specialized new technologies such as Web Content Management, Search Engine Optimization, Internet marketing, video streaming, podcasting and more," said Lauller. "BizzukaPartners.com was designed specifically to meet this need." He said that Bizzuka already has active partnerships with 50 advertising, marketing and public relations firms who are now able to offer their clients a far wider range of services and increase their revenue base.

### ***About Bizzuka***

Bizzuka provides OnDeCC, (On Demand Content and Components), a dynamic, robust, yet easy-to-use web-based content management system, to more than 400 small to medium-sized companies throughout the United States. This platform gives these businesses affordable access to sophisticated features and capabilities of systems utilized by Fortune 500 companies, and yields a substantial return on their investment in months rather than years. The product also allows clients to take advantage of software upgrades immediately at no additional cost.

For more information about Bizzuka, please visit our Web site: <http://www.bizzuka.com> or call 337-216-4423. For more information about Bizzuka's Agency Partner Program, please visit: <http://www.bizzukapartners.com>.

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