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BOANDO, LLC

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# NEWS RELEASE

## BOandO, LLC Announces Buy Black Rewards Contest

*Redirection of Black Consumer Dollar critical to the Survival of Black Owned Businesses*

Yeadon, December 3, 2009: BOandO, LLC, Publisher of the Black Yellow Pages and BOandO.com (Black Owned and Operated.com) announces "Buy Black Rewards Contest". The contest began on Black Friday, November 27th, 2009 and runs through Black History Month, concluding Sunday, February 28th, 2010.

Contestants will compete for Cash and Prizes including \$1,000 Cash to the contestant that spends the most money at Black owned establishments during the contest period. A Cash Prize of \$1,000 will also be awarded to the contestant whose name is drawn from a database of all contestants that recorded purchases during the contest. In addition, every other week, during the promotion period BOandO will randomly select a contestant from the recorded purchase database to receive Prizes, such as, Catered Dinner for 10, Ashley Recliner, Ardyss Body Magic Garments and Certificates valued up to \$500 for Plumbing, Contracting, Legal and Financial Services to name a few.

The prizes are provided by Advertisers, Members, Partners and Affiliates of the BOandO Family including, Eatible Delights Catering, Good-N-Plenty Furniture, W. Keith Williams, Attorney at Law, 711 Copy and Printing and ReShape Me Body Magic Garments, Prescott and Associates, and others.

The contest is designed to encourage and motivate Black consumers to redirect a greater portion of their disposable income back into the Black Business Community beginning with the Holiday Shopping Season and continuing throughout the year. This redirection of the Black consumer dollar is critical for economic development and wealth creation for Black America.

The registration process is simple. Consumers can visit [www.BOandO.com](http://www.BOandO.com). Click on the Buy Black Rewards Registration link or Buy Black Rewards Contest Banner to begin the registration process. Once the contestant has registered they will be redirected to a confirmation page which will contain their User Name and Password along with a hyperlink to the Buy Black Log-In page.

After logging in, the contestant will search for the business they supported. If the business is in our database a link will appear that allows them to begin the process of recording their purchases. If the business is not in our database the contestant will see a link that allows them to add that business to our database. After the business has been added the contestant will then be able to record their purchases.

For additional information please contact Garry Core at (610) 626-9773 or email us at [buyblack@boando.com](mailto:buyblack@boando.com)

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