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**FOR IMMEDIATE RELEASE:**

## **UNATION PLEDGES TO ASSIST 1,000 SMALL BUSINESSES**

**TAMPA, FL — (Feb. 28, 2013) —** UNATION, a new branding and events-based social media platform, has begun Project 1,000, an initiative that will assist more than 1,000 Tampa Bay area businesses by giving them exclusive first-look access to the site's business tools and support.

"From the start, our objective was to give everyone a voice and level the playing field," said Founder and Chairman of UNATION, John Bartoletta. "We also believe users should control their brand through meaningful and relevant events."

UNATION offers its users a revolutionary social media platform to call their own, hold conversations, post digital media and share content that is centered on events.

"The perfect way to launch our company is to help as many people and businesses as we can to realize their online presence and social potential," said George Beardsley, UNATION's co-founder and chief strategy officer.

All area businesses that take part in Project 1,000 will have access to UNATION's Affinity Bonding™ technology and UNATION Plus business add-ons. "At its foundation, UNATION is an event-driven social network," Bartoletta said. "However, the Plus version goes far beyond demographic management and other social data. UNATION Plus offers any user the ability to pay-per-view, integrate or set-up a shopping cart and much more.

UNATION is also available to individual users interested in creating private events for friends and family or discovering public events in their area. "Become a Citizen" of the new social media network by visiting [JoinUNATION.com](http://JoinUNATION.com).

More information about Project 1,000 is available at [www.UNATIONProject1000.com](http://www.UNATIONProject1000.com).

### **About UNATION**

UNATION is an internet company that is improving on the strengths of many communication tools and technologies utilized in social networking, telecommunications, journalism and rich media. Through a unique, event-driven platform, UNATION will fundamentally change the way corporations, organizations and individuals interact with their contacts. Visit [www.UNATION.com](http://www.UNATION.com).

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