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**Date:** 03/08/2014

**Contact:** Bryan Orr, 352-536-5718, [press@mentiontribe.com](mailto:press@mentiontribe.com)

**MentionTribe.com Announces Public Beta Launch**

*Helping small business owners leverage the power of customer rewards, MentionTribe.com will launch into beta on March 15, 2014.*

Orlando, FL - March 8, 2014 - MentionTribe.com is set to launch its service, which connects great businesses and customers like never before. A forward-thinking rewards site tailored for small businesses invites the public to take part in its beta launch.

MentionTribe.com consists of a two-sided social platform which provides both the business and the customer with rewards and benefits. The service helps businesses create shareable offers, and then see how people use them - not just who is talking about it, but also who is listening.

MentionTribe.com was founded by Bryan Orr and Joel Testerman, small business owners, who wanted a service like this for their own small businesses. "We both know that our best source of new business is our existing customers," said Joel, "MentionTribe.com makes a small business referral program simple."

Bryan's hope in building MentionTribe.com was to "provide a value to both businesses and consumers, so we've built a system that allows you to visualize your networks by seeing who is connected to you."

As a business, this means setting up offers across multiple networks with a few clicks, seeing how your customers react, and seamlessly tweaking them as needed. It lets you find out who your most valuable customers are and show how much you appreciate them. It allows businesses to set up rewards for your most loyal customers, synchronize offers across different social networks, and see what offers get the most attention.

For consumers, MentionTribe.com allows you to quickly see what local service professionals and shops your friends trust, and lets you cash in on being a good customer. You can mark your favorite "Go-to" businesses, share and claim appealing offers, and see how you have impacted your friends.

"Wouldn't you love to know which mechanics your friends use, without needing to call anyone?" asked Bryan. Fully integrated with Twitter and Facebook, MentionTribe.com equips consumers to benefit from the experience of their trusted friends, and allows businesses to express their appreciation. Joel summarized by saying, "The MentionTribe.com idea is anchored on two principles: trust and gratitude."

To learn more about MentionTribe.com's beta launch, please visit [mentiontribe.com](http://mentiontribe.com).

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