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FOR IMMEDIATE RELEASE

Partners For Self-Employment, Formerly Known As Microbusiness USA Launches Redesigned Website

Enhanced Online Presence Better Serves South Florida's Residents and Initiates Rebranding Effort

Miami, FL – (Sept. 7, 2007) Partners For Self-Employment (PSE) , a Miami-based, non-profit corporation assisting low-income families in accumulating assets and realizing financial self-sufficiency is pleased to announce the launch of its new redesigned website, located at www.partnersforselfemployment.com. PSE has streamlined the site, improving navigation, functionality and user-friendliness, resulting in fast and easy visitor interactivity with the full compliment of PSE's resources.

"Our new website is specifically designed to provide our clients, supporters and funders with more detailed information about our mission at Partners For Self-Employment, in a visually appealing manner," said Miltoria Fordham, the organization's Executive Director. "Our biggest challenge in redesigning the website was making sure we effectively and clearly communicated our commitment to growing individuals and small businesses in South Florida, by providing opportunities to make, borrow, manage and save money."

To that end, the organization enlisted the help of integrated marketing communications firm InnerLeaf Communications to develop a website that provide organizational information including its commitment to its mission and values. Drill-down links enable site visitors to virtually meet PSE's staff and board of directors, as well as learn more about the impact it has had on its current and past clients. Visitors can also keep up with the latest news and events at PSE, as well as support the organization's mission by donating online.

Site highlights include:

- New, graphical home page for clear navigation to relevant information, such as programs and services, as well as upcoming workshops and seminars
- Updated online directory of current and past client businesses to encourage patronage
- New section providing opportunity to donate online via PayPal
- Expanded latest news and events section, informing residents and small business owners of helpful and relevant activities

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The new website also highlights the organization's decision to move away from the MicrobusinessUSA brand, choosing to focus instead on individual self-actualization. Overall, PSE is pleased with the new site. "It's not only aesthetically pleasing," says Fordham, "but it also takes advantage of web design technology, which significantly enhances loading speeds and design flexibility."

About Partners For Self-Employment

Founded in 1993, Partners for Self-Employment, Inc., previously referred to as Micro-Business, USA is a Miami-based, private non-profit 501 C 3 tax-exempt Florida Corporation, whose mission is to support the accumulation of assets and the financial self-sufficiency of low-income families by providing opportunities to make, borrow, save, and manage money.

We are led by a volunteer 8-member board, chaired by Ellen Kempler-Rosen, one of the agency's founders, as well as a staff of eight and two consultants. PSE is certified by the United States Treasury Department as a Community Development Financial Institution and is a designated Microloan Intermediary for the Small Business Administration, as well as an Individual Development Account program by the U.S. Office of Community Service.

About InnerLeaf Communications

Since 2003, InnerLeaf Communications has been dedicated to creating and securing the futures of today's growing businesses and community-based organizations. From its headquarters in Philadelphia, PA and satellite offices in Boston, Miami and Atlanta, the boutique integrated marketing communications firm's team works tirelessly to help clients establish or reenergize their brands, as well as reach their audiences more effectively through affordable, high quality and results-driven, Marketing Communications, Public Relations, Event Planning and Grassroots Promotions solutions. Specializing in Economic Development, InnerLeaf's clients include The Association for Enterprise Opportunity (AEO), Philadelphia Development Partnership (PDP), The Partnership CDC and The National Foundation For Teaching Entrepreneurship (NFTE).

For more information about InnerLeaf Communications, please visit www.innerleaf.com.

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