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**FOR IMMEDIATE RELEASE**

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***Toms River Online and Flying Turtle Marketing Form Strategic Alliance  
Area businesses now have more creative-marketing options than ever***

(Toms River, October 24, 2003) Toms River Online (TRO) is pleased to announce its alliance with Flying Turtle, a marketing firm headquartered in Bayville. Serving the community since 2001, TRO will re-launch on November 5, 2003 with a fresh, new, more user-friendly look and a wider range of services, links and information. The site, already a local staple, is a gathering place for area residents, businesses and visitors and features everything from events to online shopping to dining hot spots.

Other features include local business listings, senior resources, restaurant review, links to Parkway and Turnpike advisories, visitor's guide, weather reports and more. An extensive, searchable business directory will be available soon. "Our goal is to make Toms River Online an indispensable resource for the community," says President Robert Henne. "We're growing so fast and there's so much going on, it's impossible to keep up. Now people can get all their information in one place. It's one-stop shopping." Toms River Online also provides web design and hosting services.

Flying Turtle, a full-service marketing company headed up by President Linda O'Donnell and Partner Lisa McComsey, provides local businesses with the tools they need to gain maximum exposure, including brochures, newsletters, promotional items and apparel, direct mail, publicity and web content. By working together, Toms River Online and Flying Turtle offer a full spectrum of promotional goods and services, from a high-profile web presence to high-impact marketing materials. "This comprehensive approach to business promotion is unique in our area," explains Flying Turtle's Linda O'Donnell, "and offers the local community an opportunity to help build a more energetic and effective business climate."

For more information, visit TRO at [www.tomsriveronline.com](http://www.tomsriveronline.com) or contact Bob Henne at 732-929-0730 or [info@tomsriveronline.com](mailto:info@tomsriveronline.com). To reach Flying Turtle, contact Linda O'Donnell at 732-269-2454 or [info@flyingturtle.biz](mailto:info@flyingturtle.biz).

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