



NEWS RELEASE

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Wild Birds Unlimited, Inc. Selects Engage121 as its Social Media Management Solution

Carmel, Indiana– Wild Birds Unlimited, the original and largest backyard bird feeding and nature specialty retail franchise system, has partnered with Engage121 as its social network software solution.

With the Engage121 enterprise, Wild Birds Unlimited will be able to monitor, evaluate and respond in real time to social media activity across the widest range of platforms, including Facebook, Twitter and YouTube, as well as consumer review sites and blogs. Engage121 enables Wild Birds Unlimited to assist franchise store owners with creation and implementation.

“The Wild Birds Unlimited mission is to bring people and nature together,” explained Margaret Collins, Media and PR Manager of Wild Birds Unlimited. “Social media is the perfect tool to do that, and we chose Engage121 to support our network of stores in one place, quickly and easily.”

“2011 is the year that Wild Birds Unlimited will fully step into social media and actively participate in social media communities of avid backyard bird feeding hobbyists,” stated Jim Carpenter, Founder and CEO of Wild Birds Unlimited. “Social Media is part of an overall marketing strategy that will not only engage our current customers in the hobby, but also enable us to help more people enjoy the hobby not yet familiar with Wild Birds Unlimited.”

“The passionate customer base and network of Wild Birds Unlimited stores represents a great opportunity to leverage what Engage121 does best – create, manage and measure social media marketing across a hub and spoke organization through one powerful tool,” stated Jon Victor, Engage121’s CEO. “We are excited that they are joining our roster of specialty retail clients, and we look forward to helping them bring great content to their fan base.”

Wild Birds Unlimited is the original and largest franchise system of backyard bird feeding and nature specialty stores with more than 275 locations throughout the United States and Canada. Wild Birds Unlimited specializes in bringing people and nature together with bird feeding and nature products, expert advice and educational events. Visit our Web site, shop online and learn how you can open your own Wild Birds Unlimited Nature Shop at www.wbu.com.

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