

# **Two Philadelphia area entrepreneurs join forces to create a powerful hub for growing small businesses.**

## **Premiere Brand acquires DiversePhilly in a move to enhance local business development.**

Philadelphia, PA, March 30 - Premiere Brand Marketing LLC, a full-service brand marketing, strategy and communications partner, announced the acquisition of DiversePhilly, a small business clearinghouse and b2b directory for networking, web advertising, cost-sharing, and cross-marketing. Both companies are based in the Greater Philadelphia region, and have had a significant impact on the entrepreneurial, marketing and communications landscape. Premiere Brand will oversee the DiversePhilly brand, maintain creative control and become a marketing resource for the businesses who subscribe to the DiversePhilly network. Nicole Newman will continue to create relationships and provide information for the membership while positioning Premiere Brand for continued growth.

Premiere has successfully served a vast array of clients, providing brand direction and effective solutions for today's marketplace. Headed by Principal, Malik Boyd, Premiere Brand oversees research, creative development and brand marketing, to ensure the strategic celebrity treatment of clients' brands. Malik states, "I am ecstatic to welcome DiversePhilly to our family of offerings, and anticipate significant growth potential thru this merger. The combination of Premiere Brand and DiversePhilly is extremely compelling for our customers, associates, and stakeholders as it will create a powerful leader in the business incubation industry. This unique vehicle will greatly strengthen both Premiere Brand and DiversePhilly by increasing the quality and scope of business development opportunities for local entrepreneurs.

Nicole Newman, founder of DiversePhilly, has grown the business into a one-stop shop for emerging businesses who subscribe to the network. DiversePhilly has a solid membership base with hundreds of business owners who are ready to work together, build wealth and grow collectively. Nicole was appointed to the position of Operations Manager, of the Emerging Business Division. Nicole states, "My personal mission is to create a city full of entrepreneurs, who build successful businesses to increase job opportunities for the local economy."

DiversePhilly member enjoy numerous benefits including: monthly networking events at the Greater Philadelphia Chamber of Commerce; Community Calendar listings, Job Opportunities, a bi-monthly Newsletter, e-mail distribution to thousands of business owners.

Premiere's immediate vision for DiversePhilly includes a site redesign, increased networking event schedule, and a membership card for consumers to receive exclusive discounts from the Diverse Philly business network base.

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