

Cangemi Company LLC

www.canco.us

www.cangemicompany.com

FOR IMMEDIATE RELEASE

CONTACT: Michael P. Cangemi

(732) 662-4868

mpcangemi@msn.com

Marc I. Cangemi

(848) 391-8607

marc@lbifoodies.com

Cangemi Company LLC launches new internet marketing business – www.LBIFoodies.com

June 1, 2010

Cangemi Company LLC (CanCo) is very proud to announce a new business division, operating under the registered name **LBI Foodies**, was launched in May 2010. The business was conceived of and developed by Marc I. Cangemi. Marc recognized a need for local internet marketing among the businesses of the resort area Long Beach Island, NJ, (LBI). Using the interest in restaurants to drive web traffic, he built an internet business model supported by advertising revenues.

The web site, www.lbifoodies.com, lists restaurants on LBI by locations and has extensive search capabilities. Users benefit from the ability to locate restaurants and related information, rate them and write their own reviews. They can better plan their LBI vacations with ubiquitous access any day or hour, 365 days a year even if they are far from LBI. The site has been fully integrated with social media outlets like Facebook and Twitter for users to share and comment on restaurants. Since the site is specific to the LBI Region, visitor retention and loyalty is very high.

Restaurants and advertising customers benefit from the site providing exposure of their business to visitors before they arrive and during their stay. The goals of the site include helping all LBI businesses grow and to extend their pre and post peak season business. Through an advanced online targeted marketing campaign, we are able to help the right people find our site quickly.

CanCo President, Michael P Cangemi, commented as follows: " I am very happy to report the business is off to a great start, and it is truly a pleasure to see the large interest from the restaurant owners and customers who are eager to advertise on the site which validates the business need and model" He went on to say, "More importantly Marc is enjoying the entrepreneurial experience, making LBI Foodies a labor of love!"

CanCo Vice President, Marc Cangemi said, "Local business is at the heart of this entrepreneurial pursuit. The lifeblood of the US economy is small business. In the online market, small businesses are at a disadvantage. National websites with restaurant listings have national

advertising campaigns, even for localized searches. LBIFoodies.com addresses this need by providing an opportunity for small business owners to compete in a targeted and trackable manner. ”

LBIFoodies.com can help expand the market and season. Long Beach Island is not just beautiful in June, July and August. It has positive attributes all year. The online marketplace has no season, and it is the goal of LBI Foodies to translate that into more visitors to LBI year round. Leases, overhead and fixed costs don't leave with tourists in September. If businesses' doors are open we will try to bring people to them. If they are not, we will get consumers notified on when they will be opened before they plan their first trip down.

LBI Foodies clients currently include: [The Engleside Inn](#), [Fantasy Island](#), [The Chicken or the Egg](#), [Stefano's Seafood](#), [Blue Water Cafe](#), [Susie Anderson \(an Agent of Diane Turton\)](#), [Watersports of LBI](#), [Pinziminio Trattoria](#), [California Grill](#), [The Dockside Diner](#), [Ocean Family Dental](#), [Preston-Patterson Insurance](#) and [TGI Friday's of Manahawkin](#).

About Cangemi Company LLC – canco.us or cangemicompany.com

Cangemi Company LLC is a media and advisory firm with a focus on business growth, strategic planning and governance. CanCo was founded by Michael P. Cangemi and Ignatius Cangemi in 1967, as a family investment company. In 1987 Michael began adding media projects, including publishing and presentations, creating the MC Communications Division. Michael a CPA, is the author of Managing the Audit Function and was the Editor-in-chief of IS CONTROL Journal from 1987-2007.

Beginning in 2004 CanCo was expanded to add professional advisory services. These services draw on Michael's significant experience as a public accountant, CPA, and corporate manager in industry where he held the positions of Chief Financial Officer and Chief Executive Officer and Director of Etienne Aigner Group and Financial Executives International. In 2010 a new era of the firm was started with the founding of LBIFoodies.com by Marc I Cangemi.

About Marc I Cangemi

Marc is a Vice President of CanCo providing operations and technical support as well as advisory and media services to clients. He graduated from Villanova University in 2006 where he received two degrees, a BS in Accountancy and BBA in Management Information Systems, both with honors. He joined Ernst & Young in 2006, where he worked as a Senior Accountant on clients ranging from Louis Vuitton to The Julliard School. He received his CPA certification and license from New York State in 2008 and was featured on the cover of BusinessWeek (September 15, 2008) as a representative of Ernst & Young, which was ranked the number one Best Place to Launch a Career.

In 2009 Marc left Ernst & Young to co-launch and help develop an Internet Advertising Firm, Dreamscape Marketing, with a classmate from Villanova. Dreamscape Marketing is dedicated to helping small businesses obtain corporate marketing and web development services at affordable prices.