



FOR IMMEDIATE RELEASE

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MRW CONNECTED LLC PARTNERS WITH AUTHORS, FILMMAKERS, PRODUCT DEVELOPERS, AND SOCIAL ENTREPRENEURS IN BRINGING THE MESSAGE OF POSITIVE SOCIAL CHANGE TO ALL

MRW Connected LLC, headquartered in Easthampton, MA, promotes the message and work of social entrepreneurs and non-profit organizations who are striving to accomplish positive social change. We realize the importance in supporting that message outreach of those truly trying to change the world. Many in this field of interest either don't have or can't afford to hire a full staff to facilitate the distribution of their content. MRW focuses on the small to medium sized content providers who would benefit from a cost effective way to find their audience.

MRW established its services to meet this need by first designing and building the primary website and shopping cart for its partners and then doing the manufacturing of any DVDs/CDs and books, the subsequent order processing and fulfillment that comes with any order, the marketing of the product, both through traditional and web-based means and through affiliate programs, and the all important customer service program, whether through telephone or email contact.

Profound connections bring exciting, positive realizations in the worlds of educational, environmental, financial, political and social change. MRW is committed to accomplishing these connections through innovative technologies and good old basic telephone and online customer service.

MRW Connected LLC was created by Jeff Mackler and Tom Willits, who both share a profound interest in accomplishing positive social change and have committed 10% of the company's net profits in support of that effort.

Jeff has been in the technology business for over 12 years. He's been involved in developing thousands of websites and has been fascinated by technology since his first, Commodore Pet. In addition to his duties at MRW, he owns and operates a web development company that he started in 1998, called Rubberneck.net. When he's not busy pounding on his keyboard, he's out playing soccer or working with a local at-risk youth program, called STEP. He loves a good argument over politics, and is committed to environmental causes and preservation.

Tom has been an artist/entrepreneur for 30 years, most recently serving as Vice President - Special Markets for a promotional products/fulfillment company. After a career as a music recording artist and producer, he went on to serve as owner/operator of a number of businesses, including Broadbeard Productions, a NYC based music artist management company and South Hadley's Tower Theaters. In addition to his duties at MRW, he serves as a trustee of a private foundation. When he's not busy pounding on his piano keyboard, he's teaching music part-time at PVPA Middle School. He loves sports and politics, and is committed to socially responsible change and investment.

For more information please contact MRW Connected, LLC at 888-884-8355 or visit www.mrwconnected.com