



Press Release (March 19)

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**First of It's Kind Mobile App Helps Find Local Businesses in a Sea of Chain Stores**  
*Independent business search engine gives users a unique buying experience*

**VIRGINIA BEACH, Va.** – Looking for authentic local entertainment? Date night somewhere besides Applebees? A neighborhood hardware dealer who can give you advice on a DIY project? The national small business movement [Independent We Stand](#) is introducing the best mobile application of its kind to help consumers easily pinpoint millions of locally-owned businesses at home and across the country in just one step.

This mobile app uses best-of-breed technology to deliver the only independent business search engine of its kind for millions of small businesses. Finding a business is as simple as entering your zip code, location or a search term. The app is available for both [iPhone](#) and [Android](#) phones.

"Big box stores have big budgets for marketing and app development," said Nick Jiannas, vice president of sales and marketing for STIHL Inc., founding sponsor of Independent We Stand. "But there is growing demand on the part of consumers to buy from local retailers, like our STIHL dealers, and thanks to Independent We Stand small businesses now have a search application of their own to drive traffic right to their doors."

"This is a tool for travelers and locals alike, giving people the opportunity to find the local's favorites or discovering a business they didn't know existed," said Bill Brunelle, executive director of Independent We Stand. "Using the app is as simple as writing "pizza" or "paints" and having all of those types of independent businesses in your location come up."

The Indie app features business pages including photos, website links and Yelp! reviews.

To see how the app works, check out the "Find Love In All The Local Places" trailer here: <http://www.youtube.com/watch?v=549LniC5orc>

To learn more about Independent We Stand, please visit <http://independentwestand.org/>.

**About Independent We Stand**

Independent We Stand is a movement of independent business owners across the country to inform their communities about the importance of "Buying Local" and how these efforts bolster their local economy. This movement supports all local and national causes committed to boosting local economic development projects. The Independent We Stand movement is co-sponsored by STIHL Inc. and Chrysler Group. [www.IndependentWeStand.org](http://www.IndependentWeStand.org)

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