



March 15, 2010

FOR IMMEDIATE RELEASE

## **SnapHawk Lends Its Expertise To City Of Evanston As It Vies For Google's New Pilot Fiber Optic Network**

EVANSTON, Ill.: Google, Inc. recently unveiled its plans to test its ultra-high speed broadband networks in multiple locations around the country, and SnapHawk, Inc.® is prepared to help the City of Evanston take full advantage of the offer. This new broadband service, which Google will install at no cost to the city and charge competitive rates for use, is said to be more than 100 times faster than the Internet connection most Americans are used to today. Such an immense boost in Internet speed would help foster economic and cultural growth of the city.

With the assistance of community leaders including SnapHawk, an enterprising, Evanston-based firm that focuses exclusively on digital marketing and technology, the City of Evanston will respond to Google's Request for Information (RFI) by deadline on March 26, 2010.

"Evanston is a natural place for Google to locate its new broadband network," said Evanston mayor Elizabeth Tisdahl. "The combination of the work of Northwestern University, the concentration of small, innovative, high-technology entrepreneurs and two world-class medical facilities will allow this network to be a magnet for further business development in the community."

SnapHawk, which professionally develops, implements, and manages its clients' online marketing already has a strong relationship with Google and is very familiar with the company's products and innovations. SnapHawk plans to support Evanston in its attempts to bring this new fiber network to the city.

"I think we can really stand out and differentiate ourselves with Evanston's Google application," said David Miller, Managing Director at SnapHawk. "We have the opportunity to create a unique and dynamic collaboration between the City of Evanston, Northwestern, public schools, and local businesses that already have strong relationships with Google."

Miller came to Evanston to attend graduate school at Kellogg School of Management and decided to stay because of the unique mix of the city's diverse community, businesses, and academics. He will sit on a task force with city officials to discuss the best strategy of winning the highly sought-after service.

### **About SnapHawk, Inc.**

SnapHawk ([SnapHawk.com](http://SnapHawk.com)) specializes in search engine marketing, website analytics, and optimization for small- and mid-sized businesses. SnapHawk® exists to help our clients compete successfully in marketing strategy, advertising, and in monitoring progress. Providing holistic performance insights, SnapHawk professionally develops, implements and manages performance across all major search-ad networks, including Google, Yahoo, Facebook, and Microsoft.

Almost *2 billion* searches are done—*each day*—through search engines such as Google, Bing,

and Baidu. Direct marketing allows businesses to reach consumers at their computers by generating ads related to these searches. Visit [SnapHawk.com](http://SnapHawk.com)

### **About Evanston**

Evanston, home of 75,000 people, is a diverse and progressive community located just north of Chicago. It is home to world-renowned Northwestern University and thriving business districts. Arts and cultural opportunities abound in the city with its eclectic stores and dining, while the rush and noise of downtown Chicago's booming industry lay only 10 miles away. Evanston has maintained its independence in its 150-year history through the strength and imagination of the people who not only built the city, but also who helped shape the course of America.

### **About Google, Inc.**

Google's innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google's targeted advertising program provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google is headquartered in Silicon Valley with offices throughout the Americas, Europe and Asia. For more information, visit [www.Google.com](http://www.Google.com).

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