



Press Release

S.I.D.A. (Select Independent Distributors of America, Inc.)

New Affinity Program Gives Association Members Discounted Access to Credit Card Processing, Telecommunications and Utility Costs!

A new affinity program encourages members to work with OverVIEW, a New England based company that saves its clients substantial time and money. OverVIEW's insider knowledge of the telecommunications, credit card processing, and utilities industries helps businesses identify potential savings of 20-40% usually without changing service providers!

"...Heritage is on track to save more than \$30,000 in credit card processing fees alone. Since our people have neither the time nor expertise to undertake this kind of analysis, the decision to work with Ben was a "no-brainer." says Steve Field President of Heritage Wholesalers in Malden, MA.

Through this endorsed program, S.I.D.A. members will enjoy a 15% discounted rate for OverVIEW's services (up to \$500 - covering the cost of annual membership). Also, OverVIEW will reinvest a portion of the funds generated through this Affinity relationship to subsidize the Associations programs, products and services.

"We are excited about our newly formed partnership with S.I.D.A. In 2007, OverVIEW provided over \$20,000 in discounts and donations through community and Association programs such as this. We are very proud about what we have been able to accomplish and hope to parallel that same success this year with S.I.D.A." says OverVIEW Founder and CEO, Ben Hall.

With more than a decade of experience in the telecommunications and utilities industries, Ben and his staff know how and where to save you time and money...without compromising your services. Following your introductory meeting, OverVIEW will review the invoices of your choice —electric, gas, Internet, telephone, cell phones, and merchant card processing. OverVIEW will then contact you directly to discuss your detailed cost analysis and recommendations report.

You decide based on the best and most comprehensive information only OverVIEW can provide. Plus, OverVIEW's fees are contingency based, so you pay only for the recommendations you implement.

"By offering new and different programs designed to increase our bottom line, membership becomes more valuable for each of us. Because of this, I felt inclined to introduce OverVIEW's process to S.I.D.A." Concludes Steve Field.

