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**FOR IMMEDIATE RELEASE**

**Cybertary: Mom-Inspired, Kid-Approved**

***First and Only Virtual Assistant Franchise Fuels Entrepreneurial Movement  
for Professionals Looking for Better Work-Life Balance***

**ROSEVILLE, Calif. – August 23, 2010** – Patricia Beckman empathizes with working moms and others who want to kick corporate life to the curb.

A 20-year veteran of high-profile, Fortune 500 companies, Beckman set her sights high like others and accomplished many of the professional goals she aimed to achieve, but felt her hunger for success hampered home life. She's now shed the constraints of corporate America in favor of creating and expanding Cybertary, a virtual assistant franchise that provides the opportunity to achieve a lifestyle many long for today.

"Flexibility and scalability are two huge buzz words with Cybertary," said Beckman, the CEO and founder of Cybertary, and the mother of two school-age daughters. "Our franchisees build and run their businesses around their own busy schedules, and the same applies to Cybertary team members. Most are able to work from home."

Well positioned for today's economic environment, as outsourcing back office support presents owners and management at all businesses considerable cost-cutting, Cybertary is experiencing its most robust growth phase since it began franchising in 2007. With 15 new franchise offices added in the past 12 months and revenues increasing coast to coast, Beckman projects steady growth into several key U.S. markets, including California's Bay Area, Seattle, Chicago and throughout Texas.

The rare combination of economic sustainability, a proven track record, work-life balance, low barriers to entry and attainable lifestyle goals, makes Cybertary an attractive franchise for many. "There are several factors driving the growth of our franchise. First and foremost, our clients trust us," added Beckman, who launched the business in 2005 in Roseville, Calif. "In addition, our franchise opportunity features an unrivaled business model which has cornered the market for virtual assistant franchises."

Cybertary helps business owners and management focus on what they do best, while Cybertary takes care of the rest. Franchisees align themselves with community businesses, serving as a consultant to help owners and management develop a cost-effective strategy for the overwhelming amount of administrative work it takes to run a business. Cybertary further differentiates itself with a collection of more than 150 services ranging from presentation preparation and data processing to bookkeeping and graphic design work, and clients only pay for productive time on task, when they need support. As a collaborative franchise system, Cybertary is able to maximize the talents of its franchisees and their team members to share each other's strengths among client work whenever necessary.

And, with its self-imposed *Patriot Policy*, all Cybertary team members are North American citizens, a security measure which helps ensure work is not outsourced overseas and that Cybertary offices are following local and national laws. All Cybertary offices carry insurance and comply with non-disclosure, non-competition commitments.

Additionally, a compelling feature of owning and operating the Cybertary franchise is the minimal impact it has on the environment. Cybertary fosters a greener America, offering franchisees and Cybertary team members the opportunity to work from home, which significantly cuts down on harmful car emissions. Plus, Cybertary places a strong emphasis on e-communication and e-filing, helping eliminate the need for paper that comes from forests facing depletion. These features also resonate clearly with Cybertary's clients, who enjoy knowing they are having a positive impact on the environment through their partnership with Cybertary.\*

The sound business model also includes thorough franchisee training. Plus, franchisees are equipped to identify highly skilled, virtual assistants who are well-paid for their work.

"We are in a unique position to positively impact hundreds upon hundreds of lives," said Beckman. "It's tough out there right now for businesses and for professionals. We're easing the burden on several levels – in the end helping their families and beyond."

### **About Cybertary**

Cybertary, Inc. was founded in Roseville, CA in 2005 by Patricia Beckman to meet the growing demand for reliable and professional administrative outsourcing. Cybertary is the only Virtual Assisting franchise system in the United States. Cybertary is now available as a nationwide franchise opportunity. For more information on the franchise opportunity, contact Sheri Winn at (801) 851-5425, e-mail [sheri.winn@cybertary.com](mailto:sheri.winn@cybertary.com) or visit [www.CybertaryFranchise.com](http://www.CybertaryFranchise.com).

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\*Based on the Carbon Footprint Business Calculator from Renewable Choice Energy, eliminating just one worker's daily 30-mile round trip commute by car is equivalent to:

- Saving 6 metric tons of CO2 output
- Avoiding 1 households' yearly electricity use
- Planting 54 fully mature trees
- Reducing 13,445 miles driven by an average passenger car
- Eliminating 1 passenger car from the road for one year