



**FOR IMMEDIATE RELEASE**

February 22, 2007

**CONTACT:**

Heather Atherton  
Atherton Public Relations  
916/316-4568  
heather@athertonpr.com

**Cybertary™, Inc. Signs First Regional Representative Franchise  
For Five Counties in the Sacramento Region**

*Sacramento Region Seeing Tremendous Growth in Women-Owned Businesses*

(Roseville, CA – February 22, 2007) - Cybertary, Inc., a network of professional Virtual Assistants (VAs) supporting independent and small-business owners, announced today that it has sold its Roseville “pilot” office as well as its first Regional Representative Franchise for five counties in the greater Sacramento region including: Sacramento, Placer, El Dorado, Yolo and Amador Counties. This sale represents just a glimpse of the tremendous growth of majority women-owned firms throughout the greater Sacramento area over the past few years.

After spending the past two years searching for the right franchise, business partners Valerie Dow and Tina Angell are the proud new owners of Cybertary in Roseville and will be selling franchise offices to other entrepreneurs within their five county territory. After nearly purchasing another franchise, they decided to turn to business coaching to figure out what type of business was the right fit for them. A desire for more personal flexibility in their work and control of their professional success led them to Cybertary.

“We wanted a business that we could take with us anywhere, versus a storefront with the responsibility of operating hours and overhead,” explained Angell. “Cybertary was the perfect solution for us to maximize our professional skills and find work/life balance,” added Dow.

According to Cybertary founder and President, Patricia Beckman, "It has been my mission to provide this opportunity to career-minded professionals wishing to leave the corporate world and build their own home-based business thus giving them more time for their families. A Cybertary franchise offers the balance that many female professionals are seeking."

**The Cybertary Trend and the Virtual Assistant Industry**

Cybertary’s first franchise sale reflects a growth trend in majority woman-owned business in the Sacramento region. According to the Center for Women’s Business Research (CWBR) in 2006, there were 55,891 privately-held, majority (51% or more) women-owned firms in Sacramento-Arden-Arcade-Roseville. That’s a 53% increase from the CWBR’s 2004 research in Sacramento which stated there were 36,548 majority (51% or more) women-owned firms in Sacramento. Women-owned businesses have been on the rise since 1997 and are expected to continue. CWBR data shows that nationally, majority (50% or more) women-owned firms have grown 42.3% between 1997 and 2006.

According to the Small Business Administration, small firms total approximately 23 million in the United States, with roughly 75 percent of the firms having no employees. This means there are a significant number of small business owners out there trying to ‘do it all’. Cybertary and other professional Virtual

Assistants are increasingly popular since they take care of the paperwork, bookkeeping, data entry and other marketing tasks so the business owners have more time to spend with their clients, or simply take time for themselves.

Cybertary is a diversely talented network of highly-skilled professional Virtual Assistants (VAs), who collaborate to provide “on-demand” administrative support and specialized services to small businesses. Cybertary franchise owners acquire a range of investment opportunities and an already-established and successful system of doing business.

Cybertary franchise offices are available in expandable key territories around the U.S. This affordable, turnkey franchise opportunity makes starting a flexible, home-based business a reality for highly skilled executive administrative professionals who wish to earn a worthy wage outside the corporate world and be more available to their families. The VA industry has grown steadily over the past five years, but Cybertary is the first known national franchise opportunity in the U.S.

According to Jim Fitzgerald of The Franchise Guys, Cybertary is an exceptional choice for franchise consideration. "Cybertary was conceived with the first-time business owner in mind. Most working professionals with strong technical skills aren't usually thinking about marketing, contracts, pricing, cash flow and other 'details' until they start thinking of going into business for themselves. I am very impressed with the depth of the training, support and the quality of business tools that such a young franchise system already has in place. Cybertary will provide franchisees a real world jump start so they can hit the road to success...running."

**About Cybertary, Inc.**

Cybertary, Inc. was founded by Patricia Beckman in Roseville, California to meet the growing demand for reliable and professional administrative outsourcing. Cybertary is now available as a nationwide franchise opportunity to creative regional networks of VAs. For more information on the franchise opportunity, contact Jim Fitzgerald, Director of Franchise Development, at 877-249-4897, email to [Franchise@Cybertary.com](mailto:Franchise@Cybertary.com) or visit [www.CybertaryFranchise.com](http://www.CybertaryFranchise.com).

###