



PRESS RELEASE

FOR IMMEDIATE RELEASE:

City of Ridgefield Promotes Local Businesses

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Ridgefield, WA, October 4, 2011 – The City of Ridgefield announced today a new initiative called ShopsQA to promote local business to its citizens. The service provides local businesses with a link on the City's website that directs the public to new webpages designed and updated by each local business.

By offering businesses the ability to display information such as new merchandise or services, current coupon offerings, available job openings and other topical news, the City can help make their business community more available and more vibrant.

With ShopsQA, citizens go to one central location on the City website to search for local businesses. Citizens have the ability to print out coupons, see menus, ask questions, determine store hours, join mailing lists and find the business location among a host of other capabilities.

ShopsQA provides businesses with a website if they do not have one or it can link to any existing business website. It will give citizens a direct platform to communicate with businesses and provide the ability to expand and enhance functionality depending upon the future needs of the local businesses.

About ShopsQA

ShopsQA is a service product from WebQA, the leader in citizen service systems. WebQA's GovQA service products lead the country by servicing over 30 million citizens and 60 million people worldwide.

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The City of Ridgefield, incorporated in 1909, is a rapidly growing community located in northern Clark County, Washington approximately 10 miles north of Vancouver, Washington. Over the next 20 years, the City of Ridgefield expects to grow to a population of over 26,000 persons with an employment base of over 13,000 jobs. The City has adopted a Council-City Manager form of government. The City Manager acts as the chief executive officer of the City overseeing daily operations, annual budget development and implementation, and personnel. The City Manager works with a management team composed of the Director of Finance and Administration, the Finance Division Director, the Public Works Director and the Police Chief to ensure that community services are provided and that the policy directives of the City Council are carried out in the most efficient manner possible.