

WSI Internet Franchise Opens a Master Franchise Office in South Africa

- South African Businesses Will Have Access to Leading Edge Digital Marketing Services with the Opening of Additional WSI Offices -

Toronto, Canada, September 9, 2011 – WSI, the world's #1 Internet franchise, is pleased to announce that it has opened a new Master Franchise office in South Africa. Located in Gauteng, this office will be operated by Francois Muscat's organization. As a long-standing WSI franchisee and current WSI Area Representative for Africa, Francois has shown outstanding success in the field of digital marketing, earning him the opportunity of operating a Master Franchise office in South Africa.

"We believe opening a Master Franchise office in the region will further expand WSI's presence in South Africa and drastically increase the profitability of local businesses," says Ron McArthur, president of WSI Franchise. "Digital media channels such as social media and mobile marketing are taking the world by storm. The Internet continues to be a fast-growing communication tool offering an exceptional opportunity for business owners to reach a larger audience. This places a digital marketing franchise like WSI in a very competitive position. With a full staff of search engine marketing experts, social media strategists and mobile marketing specialists, Francois and his team will continue to provide advanced digital marketing solutions to local businesses. Now as a Master Franchise, their goal will include plans of expanding WSI's network of Digital Marketing Consultants in South Africa."

As the Master Franchise, Francois will be responsible for developing a network of single unit franchisees in the area and providing ongoing training and support programs to help them succeed. With the opening of additional digital marketing consulting offices in the region, businesses will have more access to Internet marketing services, such as conversion-focused web solutions, search engine optimization, pay-per-click advertising, social media marketing, content marketing and more.

"According to ZenithOptimedia, Internet advertising spending in South Africa will reach 566 million Rand by the end of this year," says Francois Muscat, WSI Master Franchisee in South Africa. "Experts predict that by 2013, marketers will spend 683 million Rand advertising online. Considering the Internet's fast-paced nature, it's important that marketers and business owners stay educated on digital media to experience the outstanding opportunities that digital marketing can offer. As the Master Franchisee for the region, we are very happy that we can further develop WSI's presence in South Africa."

Launched in November 2008, the WSI Master Franchise program was developed to expand WSI's leading edge digital marketing services to businesses all over the world through the opening of additional Internet franchise offices. In addition to South Africa, WSI also has Master Franchise offices located in the Baltics, Bahrain, Qatar, Eastern Saudi Arabia, Brazil,

Czech Republic and Slovakia, Cyprus, Egypt, France, Morocco, UAE, Spain and Portugal. WSI is actively seeking compelling, entrepreneurial-spirited individuals for its Master Franchise opportunity. Only those with expertise in sales, marketing and helping local businesses increase profitability will be considered.

For more information about the WSI Internet franchise opportunity, please visit: <http://www.wsicorporate.com/pressrelease.asp>.

For digital marketing tips, strategies and ideas, follow WSI online | Twitter: <http://twitter.com/wsisocial> | Facebook: <http://facebook.com/wsisocial> | LinkedIn: <http://ca.linkedin.com/in/wsisocial> | YouTube: <http://youtube.com/wsipowered>.

About WSI â€“ we simplify the Internet:

WSI is the worldâ€™s leading Internet franchise offering digital marketing services to suit the needs of multiple industries. The company has the worldâ€™s largest Digital Marketing Consultantsâ€™ network with its head office in Toronto, Canada. WSI Digital Marketing Consultants have helped thousands of small and medium-sized businesses realize their online marketing potential. By using innovative Internet technologies and advanced digital marketing strategies, businesses can have a WSI Digital Marketing System tailored to their individual needs to elevate their Internet presence and profitability to new levels. In 2010, WSI was the proud recipient of 6 Standard of Excellence Awards at the Annual WebAwards Competition organized by the Web Marketing Association (WMA). With the support and cooperation of its customers, franchise network, employees, suppliers and charitable organizations, WSI aims to help make child poverty history through its global outreach program www.makechildpovertyhistory.org.

For more information about WSIâ€™s offerings and business opportunities, please visit our website at www.wsidigitalmarketing.com. For digital marketing tips, strategies and ideas, visit our blog at: <http://blog.wsidigitalmarketing.com/>. Please follow us online at: <http://twitter.com/wsisocial>, <http://facebook.com/wsisocial>, <http://ca.linkedin.com/in/wsisocial>, <http://youtube.com/wsipowered>.