

WSI Franchise Recognizes Outstanding Achievement Within Its Franchise Network At Its 2011 Excellence Awards Ceremony

- World's Largest Digital Marketing Franchise Honors Several Franchise Offices for Best-in-Class Marketing Solutions and Outstanding Achievement in 2011 -

Canada, Oct 18, 2011 -- Toronto, Ontario, October 18, 2011-WSI, the world's leading franchise providing digital marketing solutions, recently recognized excellence within their franchise network in the dynamic field of digital tools, techniques and technologies. The company held its 6th Annual Excellence Awards Ceremony at its global Excellence and Innovation (E&I) Convention in Las Vegas in September. Nearly 400 WSI offices attended the awards ceremony as WSI announced the winners of their 2011 Excellence Awards.

Ron McArthur, president of WSI says, "The WSI Excellence Awards acknowledge outstanding achievement in the WSI system as well as excellence in the online solutions delivered by our Consultants to the business communities in their local markets. In 2011 we have had the privilege to award some superb websites and business excellence from the global WSI franchise network. This exceptional list of winners is a solid testament to WSI's industry leadership and continuous innovations in this exciting field. I would like to congratulate all the winners of WSI's Annual Excellence Awards for their outstanding achievement delivering results for our clients."

This year, the WSI Excellence Awards were divided into 4 categories: Marketing Awards, Community Impact Awards, Rising Stars Awards and Business Achievement Awards.

The Marketing Award winners for 2011 were:

- Peter DeCrescenzo, WSI Consultant based in USA, for a solution delivered to Mardi Gras Casino
- Juan José Fernández Muñúzuri, WSI Consultant based in Mexico, for a solution delivered to Alpura
- Scott Robbins, WSI Consultant based in USA, for a solution delivered to The Art of Vacationing
- Eric Cook, WSI Consultant based in USA, for a solution delivered to Bank of Lancaster
- Rob Thomas, WSI Consultant based in the UK, for a solution delivered to First Call

Auto Rentals

Receiving the company's first ever People's Choice Award (as voted by the franchisee community) was Chuck Bankoff, WSI Consultant based in USA, for a solution delivered to Rogall Painting.

WSI introduced the WSI Excellence Awards in 2006 to showcase the very best within our network. All winners were announced at the company's global convention in Las Vegas, USA on September 19, 2011.

For more information, please contact Valerie Brown-Dufour at 1-905-678-7588 ext. 1370 or vbrown-dufour@wsicorporate.com.

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

About WSI – we simplify the Internet:

WSI is the world's leading Internet franchise offering digital marketing services to suit the needs of multiple industries. The company has the world's largest Digital Marketing Consultants' 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 2011, WSI was the proud recipient of 7 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 WSI's offerings and business opportunities, please visit our website at www.wsiworld.com. For digital marketing tips, strategies and ideas, visit our blog at: <http://blog.wsidigitalmarketing.com/>. Please follow us online at: <http://twitter.com/wsiworld>, <http://facebook.com/wsiworld>, <http://ca.linkedin.com/in/ronmcarthur>, <http://youtube.com/wsiworld>.

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