



Contact: Stephanie Jensen
Ph: (805) 685-3100 ext. 107
Fax: (805) 685-3330
stephanie@maps.com

Classified Concepts Launches Free Educational Webinar Series

Santa Barbara, CA – [May 8, 2009] - Classified Concepts has released free educational webinars accessed by anyone online at www.classifiedconcepts.com.

The webinars currently available are part of a series covering a broad range of topics, including reviews of the latest trends, advice on practical applications for new technologies, case studies and keys to success.

Currently two webinars are available to Newspaper and Classified advertising professionals - The most recent recording, previously seen at NAA mediaXchange 2009, entitled 'Text Sells - Mobile Technology for Classified Advertising' is presented by Sarah Sinclair, award winning classified industry expert. She discusses how the rapid growth of SMS text messaging can benefit classified advertisers through more effective results while providing newspapers with new revenue streams.

The webinar series delivers throughout the year and features generic tools and ideas relevant to the newspaper industry such as strategies, techniques and tips on how to maintain and strengthen your market position.

Hundreds of classified professionals and newspaper staff have viewed the webinars live and now Classified Concepts has made them more conveniently available. Visitors to the site can also register to be notified of upcoming live events and subsequently available materials at www.classifiedconcepts.com.

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About Classified Concepts: Classified Concepts, a leading provider of print and online classified advertising solutions, works with over 100 newspapers in the U.S. creating revenue-generating locator map programs and texting services for open house, garage sale, new builder, auto, rental and entertainment listings. Classified Concepts is a division of Maps.com, a map and business solutions provider serving the corporate, consumer and educational markets since 1991.