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CONTACT: DIMITRI SNOWDEN

888.515.1093

INDIANAPOLIS, 2nd Quarter 2009, – Today an economic alternative to the ominous signs of rising unemployment, gas prices, food prices, and tightening credit is presenting real choice for change within African American communities. This dynamic new system is the true embodiment of words that have thus far, tried to capture solutions that would level the economic playing field for African Americans. For the first time in African American history, African Americans are presented with a viable solution which allows every citizen of the African American community to participate in their own economic welfare. “For over a decade we have recognized the value of technology in conjunction with the emergence of the internet throughout our communities, to be an unprecedented opportunity for connecting the entrepreneurial spirit of our communities to the 700 billion purchasing power of our communities, in order to close the gap of economic disparities that have historically plagued our individual and collective economic progress”, said Bowlds founder and acting CEO of the African American Connection. Upon accessing the African American Connection domain at: www.aaconnection.com you are greeted with a double portal which on one side provides free shopping from two shopping centers. The “**General Market Shopping Center**” which provides you with a cash back rebate of up to 40%, in the form of a check that’s mailed directly to you on products that you are already purchasing with companies like; Wal-mart, Dell, Macys, and over 1500 hundred others that have already earned your trust and patronage. The other shopping center is titled “**The African American Shopping Center**” it is a first of its kind portal which is specifically designed to create and supports African American retail merchants, along with other businesses represented within the (AAC) “**Businesses Center**” which uses a color coded system that consumers can choose from, that indentifies three businesses categories- The red category or African American businesses; the green category or African American sales professionals employed within the general market who earn their living through commission based sales and the yellow category, for non African American companies whose membership is dependent upon their compliance in providing the African American consumer with the highest level of customer service, and a fair market price. These businesses that chose to join as member merchants of the (AAC) are automatically connected to the (AAC) shopping center, where the goods or services of their perspective AAC e-commerce web stores are automatically connected to the shopping portal of the (AAC) domain.

“Our economic progress has been stymied upon the misconception that the consumer is the catalysis for recirculation our dollars back to serve in the economic needs of our communities. When the fact is that the very definition of consumer is one of spending dollars - not the retention of dollars. The AAC 'Business Center' will close the gap that allows the general market to reap almost an eight dollar return, for every retail dollar that we spend with these companies. Businesses are not only more effective in managing our communal wealth, small business are also the *fundamental source responsible for the majority of job creation within the market, creating more* retail merchants within our communities would address both of these issues that impede upon our economic development” said Bowlds. The common platform for all category of AAC member merchants is a self editing state-of-the-art web store that’s stocked with cutting edge technology; a blog for connecting with social media; events for announcing events happening outside of their virtual business environment; Gallery for displaying special products or services and comments and contact for interactive communication with customers and coming soon a chat feature for communicating with customers in real time. Thrown in with this platform is a free shopping cart, payment gateway, hosting and a back office full of everything conceivable to properly manage and operate your new or existing (AAC) business. And, in keeping with their businesses motto of “In business for your-self, not by your-self” the (AAC) offers the general public, as well as their member merchants, training and support which they can participate in right from their computers within the comfort and convenience of their homes. The African American Connection is indeed the right business model, at the right time, offering the right tools, with the right affordability of \$29.95 for African American businesses, \$19.95 for Professional sales representatives and \$59.90 for non African American businesses.

By providing realistic solutions for addressing the economic disparities facing the African American community, this new system is destined to change the economic landscape, level the playing field and swinging wide open the doors to success for African Americans worldwide.

To learn more, visit www.aconnection.com or call 888.AAC.8842.

If you would like more information about the AAC or would like to schedule an Interview with Charles Bowlds, please call Dimitri Snowden 888.515.1093 or email Dimitri pressrelease@ion360.net

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