



PRESS RELEASE

For more information, contact:

Dianne Myers, PR

440.205.1592

www.BtoBconnect.com

Kyle Hillman Purchases Popular Business Networking Franchise For Mahoning, Columbiana and Trumbull Counties

Northeast Ohio B2B referral organization expands reach to generate lucrative sales leads for members in Mahoning, Columbiana and Trumbull Counties

Canfield, Ohio, October 27, 2008 - - [Kyle Hillman](#), a Mount Union College graduate who spent time studying in Germany and is now pursuing a Masters of Business Administration at Youngstown State University, has acquired a [BtoB Connect](#) franchise for Mahoning, Columbiana and Trumbull Counties.

Hillman, who is currently employed at Franchising Unlimited (the firm who developed BtoB Connect's franchise package), realized the potential of driving his core business by the power of qualified networking. "I absolutely could not pass up the opportunity to acquire this territory" Hillman said.

[Jim Hornyak](#), Co-Founder and Vice President of BtoB Connect said, "The exploding demand for the services of a B2B group vs. B2C group is what inspired us to create BtoB Connect, and has now prompted us to introduce BtoB Connect as a franchise nationwide. We are excited to have Kyle Hillman as our third franchise owner."

[Laura Leggett](#), Co-Founder and President of BtoB Connect said, "With all the franchise opportunities that come across Kyle Hillman's desk, the fact that he chose BtoB Connect to personally participate in speaks loudly to the value BtoB Connect offers our members. We could not be happier that Kyle Hillman is on our team."

Hillman plans to use this opportunity to grow [Franchising Unlimited](#). The power of this particular franchise is that it can feed a continuous stream of qualified business referrals to Franchising Unlimited and other BtoB Connect members, making it a key component of business development activities.

--more--

About BtoB Connect:

BtoB Connect is a business-to-business networking group with the mission to provide B2B sales professionals and business owners CREDIBILITY and INFLUENCE in front of prospects so they can dramatically condense the sales cycle, eliminate the high cost of cold-marketing and make business development fun. BtoB Connect is specifically designed to generate highly qualified **business** referrals for **business** people. For more information, email khillman@btobconnect.com or call 330-702-0880.

###