

FOR IMMEDIATE RELEASE

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\$250,000 Economic Gardening Loan to Grow Pasco Company

Lutz, Florida--Web Direct Brands, Inc., located in Odessa, FL, has received a \$250,000 Economic Gardening Loan administered by The Black Business Investment Fund for the State of Florida.

Web Direct Brands is an online retail corporation that began in 2002. Operating as a corporate base, Web Direct Brands owns and operates a growing number of online "e-tailers." These web sites all operate independently of one another, but are governed by the same dedication to customer support. The company provides a retail experience for its customers that surpasses the information and knowledgeable assistance that can be found in any brick and mortar store, and has been unmatched on the web.

The Economic Gardening Loan program was created in 2009 in the Office of Tourism, Trade, and Economic Development. The overall goal is to support those small businesses that are in the best position to continue making a successful long-term business commitment to Florida.

The \$250,000 will be used by Web Direct Brands, Inc., to increase manufacturing capacity and expand its marketing and IT departments. The company plans to hire skilled manufacturing personnel, technical writers, graphic designers, programmers, and IT support. "Having the right tools and the proper financial support is of critical importance as we take the big leap toward the next stage of our growth," said Anthony Gaeto, President/CEO. "Through the efforts of Pasco Economic Development Council, Inc. (PEDC), we became aware of the Economic Gardening Loan Program. Without doubt, this low-interest loan will help us rev up the economic motor of our company, create full time positions, and give us an opportunity to make a positive impact in the community."

"Small, innovative, and entrepreneurial companies like Web Direct Brands are the backbone of our economy. We're excited about the opportunities Web Direct Brands has before them and look forward to continuing to assist the company as they grow in Pasco County," said Denise Sanderson, PEDC Business Retention and Expansion Manager.

For more information about the program or to receive an application, contact Denise Sanderson at dsanderson@pascoedc.com or call (813)920-6480.

PEDC is an organization that promotes countywide economic development. Created in 1987 by a group of dedicated business and community leaders, it continues to be a strong partnership funded by corporate and public investors and focused on the economic vitality of Pasco County.

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