



For Immediate Release

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eSite Adds Three Employees in August

*National Firm More Than Doubles in Size During Downturn
as Companies Look to Business Intelligence to Increase Profits*

Charleston, S.C. — [eSite](#), one of a handful of firms nationwide that helps companies increase profits by analyzing customer data, grew by three employees in August.

Chris Johnson and Will Cochran join a [growing team](#) of geographic information system (GIS) experts — Johnson as eSite’s in-house project manager at Harley-Davidson Motor Company headquartered in Wisconsin, and Cochran as a Charleston-based analyst for several eSite clients. Scott Love, CPA, of SDL Private Advisors Group, will oversee all budgetary aspects of eSite operations as chief financial officer.

“We consult with eSite first when making important decisions regarding brand representation in our markets,” said Harry Nichols, Harley’s manager for U.S. dealer markets. “They’ve been a priceless business partner from the start, and having an on-site project manager will be even more invaluable.”

The new hires bring the firm’s staff total to 18, up from seven members in 2005.

“More businesses are realizing how business intelligence directly affects profits — a key factor at any time, and especially during an economic downturn,” said CEO Tom Blazer. “As a result, we’ve been hiring like crazy...seeking out top experts from all over the world to give our clients a steady stream of actionable location intelligence.”

eSite’s growing client list of Fortune 500 companies and national brands includes partners such as Winn-Dixie, The Orvis Company, Ruby Tuesday and Pella Corporation.

eSite’s growth comes at a time when business intelligence is changing the way competitive companies approach everything from market expansion to advertising.

The firm specializes in [analyzing consumer and geographic data](#) to inform companies' decisions on a variety of business strategies, adding predictability to marketing campaigns, site selections for new stores and more.

About eSite, Inc.

[eSite, Inc.](#) provides reliable business intelligence and ongoing support services to help companies maximize customer data and make informed decisions about market expansion and related matters. The firm uses a proprietary suite of comprehensive tools to help take the guesswork out of big decisions, providing customized solutions for a [variety of clients](#) including The Container Store, Le Creuset of America and Harley-Davidson Motor Company.

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