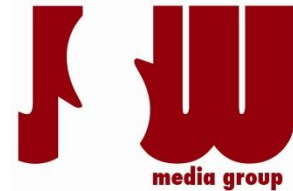


Media Contact:
Amanda Peralta
PR, JSW Media Group
Direct/ Mobile: 704-450-7486
amanda@jswmediagroup.com



JSW Media Group Launches JSW Business Consultants
*The Boutique Brand Management Company to offer Business Consulting and
Development for Small Business Owners*

Charlotte N.C. (May 2, 2013)-In the current economic landscape, it can be difficult to build a viable small business. According to Dun & Bradstreet, 70 percent of businesses succeed in the beginning but many do not have the adequate skillset to maintain that success. JSW Media Group, a boutique public relations firm that focuses on branding with style and creative flair, will now offer business consulting and development for small business owners to provide them with the right tools for future success. Professional consultant and speaker, Keith Cradle has joined the JSW team and will lead the new division as the senior business consultant.

With 15 years of experience working with non-profit organizations and small businesses, Cradle is driven to help others succeed in their passions as well as to strive for growth. He knows how to make the right company goals by developing new ways of doing it.

“Our approach will be ‘Client Centered’ with the clients having complete input of development,” says Cradle. “We are moving away from the 50 page plans and developing a shorter, more detailed prospectus that not only helps steer the business but includes all activities.”

JSW Media Group is focused on the growth and development of its entire client base. With the creation of JSW Business Consultants and the addition of Cradle to the leadership team, JSW will be able to develop marketing, public relations plans and now business development plans in order to provide an “extra leg to stand on” for those who need the support.

“We are excited about this opportunity,” Jameka S. Whitten, Principal Publicist and CEO of JSW Media Group. “Clients often ask us how to revamp their business plans and now we have an expert on the team who can help. It is important to us to accommodate our client needs and we are pleased that we can now do everything in house. Cradle is an incredible resource, has an impeccable track record and is a needed addition to our team.

JSW’s founding principle is to provide exemplary customer service and treat clients, as well as each other, like family.

“Future plans include having a stable of clients who are considered family,” says Cradle. “We don’t have success unless our clients are successful. So if we grow a considerable amount of business through our arm then ultimately we create a business incubator that hinges on community development and civic engagement.”

For learn more about JSW Business Consultants, email info@jswmediagroup.com or visit www.jswmediagroup.com.