

Connect with a new audience

- > Use AP Custom News searches and **Extended Licensing** to create a **business publication** that grows your audience

The Savannah Morning News has launched a business publication called BiS, which offers premium business content in a print and online product. BiS takes advantage of targeted searches from locally relevant sectors including transportation, food and manufacturing. The AP Custom News searches help keep the Web site fresh by constantly updating with the latest business headlines. BiS is a separate publication from the daily paper and has strong appeal with advertisers. Readers can opt to receive BiS with their paper and it also is available on newsstands. Executive Editor Susan Catron says plans are to eventually turn BiS into an e-mail newsletter.

- > View latest Member Choice news: www.ap.org/choice

BiS
businessinsavannah.com | business news for the creative coast

This week in BiS ...
AN INSTITUTION, NOT A SHOE STORE: Savannahians and beyond have been buying shoes at Globe Shoe Co. since 1892. **KARL SCHUMACHER:** The CFO for Paula Deen Enterprises, says working for Savannah's most famous chef is never boring.

Latest News Headlines

Construction Fannie Mae seeks \$10.7B in US aid after 2Q loss Stocks slip after jobless claims report Sluggish July sales show tight-fisted consumers Fewer layoffs expected as recession winds down SEC: Ex-AIG CEO Greenberg settles fraud charges	Energy TVA plan for Ala. nuclear plant drops to 1 reactor Weyerhaeuser shares rise as earnings beat estimate Weyerhaeuser posts wider 2Q loss on weak demand On the Call: Weyerhaeuser executive vice president Major business events scheduled for Friday
Financial Watchdog says bad assets still threaten banks Judge delays approval of BoFA, SEC settlement Analyst says BB&T acquisition opportunities rising Judge sets hearing on BoFA-SEC settlement Wells Fargo increasing executives salaries	Food Berkshire Hathaway's 2Q profit jumps 14 percent Business Highlights NeJets leader out, stirs speculation on Buffett PepsiCo to buy bottlers in deals totaling \$7.8B Meltdown 101: What companies do to cut costs
Healthcare Flu planners fear ERs flooded with the not-so-sick Cigna 2Q profit climbs, enrollment falls WellPoint 2Q profit, enrollment, stock tumble WellPoint reports profit slump on investment loss Aetna 2Q profit falls on higher-than-expected cost	Manufacturing Fossil 2Q profit falls, but tops Wall Street Fossil increases full-year earnings forecast again UK fraud office says no MG Rover probe GM says Volt to get 230 miles per gallon in city Qualcomm: court grants motion to dismiss lawsuit
Media	Retail

This week's BiS goes on the press in a few minutes. Should be in racks/mail Wednesday a.m. Good stuff this week: [9.sava.apc](#)

About 2,200 workers at Gulfstream Aerospace are back on the job in Savannah after a month-long furlough: <http://savannahnow.com/node/762048> [9.sava.apc](#)

[» Follow us on Twitter!](#)

Stock Lookup

Quote:

coastal senior
Savannah | Hilton Head | Milledgeville | Beaufort

PRESERVING THE HARVEST
Putting up food, finding inspiration in weeds, and golfing against the odds.

[Click here to read more in the latest Coastal Senior magazine](#)

The Savannah Morning News has created a business publication that lets it connect beyond its traditional print and online readers. Go to: <http://businessinsavannah.com/>

"The potential for these newsletters is endless."

Susan Catron
Executive Editor
Savannah Morning News

Member Choice is AP's comprehensive content, technology and licensing solution. In addition to all of the English-language text, photos, agate and graphics the AP produces each day, it also offers:

- > **AP Exchange**, a browser-based application that helps organize and find the content most important to your market
- > **AP WebFeeds/WebFeeds Manager**, integrates with front-end systems the locally relevant AP Exchange searches you build, as well as additional Member Choice content
- > **Marketplace**, the easiest way to share your content with other news organizations
- > **Extended Licensing**, which gives you the ability to use AP stories in niche and weekly publications within your market
- > **Money & Markets**, the AP's insightful personal finance and investing package of graphics and data

The Associated Press is the essential global news network, delivering fast, unbiased news from every corner of the world to all media platforms and formats. Founded in 1846, AP today is the largest and most trusted source of independent news and information. On any given day, more than half the world's population sees news from AP.

450 West 33rd Street | New York, NY 10001 | www.ap.org