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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.

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BiS 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.

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Latest News Headlines

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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
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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

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