



FOR IMMEDIATE RELEASE

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Cybertary™, Inc. Launches an Affordable Turnkey Virtual Assistant Franchise Opportunity for Administrative Professionals Seeking Work/Life Balance

Roseville Resident Takes Home-Based Business National

(Roseville, CA – November 8, 2006) - Cybertary, Inc., a network of professional Virtual Assistants (VAs) supporting independent and small business-owners, is now seeking motivated professionals to establish Cybertary franchise offices in expandable key territories around the U.S. This affordable, turnkey franchise opportunity makes starting a flexible, home-based business a reality for highly skilled executive administrative professionals who wish to earn a worthy wage outside the corporate world and be more available to their families. The VA industry has grown steadily over the past five years, but Cybertary is the first known national franchise opportunity in the U.S.

According to Jim Fitzgerald of The Franchise Guys, Cybertary is an exceptional choice for franchise consideration. "Cybertary was conceived with the first-time business owner in mind. Most working professionals with strong technical skills aren't usually thinking about marketing, contracts, pricing, cash flow and other 'details' until they start thinking of going into business for themselves. I am very impressed with the depth of the training, support and the quality of business tools that such a young franchise system already has in place. Cybertary will provide franchisees a real world jump start so they can hit the road to success...running."

Cybertary is a diversely talented network of highly-skilled professional Virtual Assistants (VAs), who collaborate to provide "on-demand" administrative support and specialized services to small businesses. Cybertary franchise owners acquire a range of investment opportunities and an already-established and successful system of doing business. They are equipped with the tools and resources they need to get their businesses opened quickly, including:

- A proven turnkey business model
- A marketing startup package
- Comprehensive training
- Manuals and reference books
- A personalized webpage and website
- A monthly email newsletter
- An established team and searchable team database
- A proprietary Intranet
- Prepared legal forms and documents
- Continuous skills development and certifications
- Discounts on products and services

According to Cybertary founder and President, Patricia Beckman, "it has been my mission to provide this opportunity to career-minded professionals wishing to leave the corporate world and build their own home-based business in order to be more available for their families. A Cybertary franchise offers the balance that many female professionals are seeking."

The Cybertary Trend and the Virtual Assistant Industry

According to the Small Business Administration, small firms total approximately 23 million in the United States, with roughly 75 percent of the firms having no employees. This means there are a significant number of small business owners out there trying to 'do it all'. Cybertary and other professional Virtual Assistants are increasingly popular since they take care of the paperwork, bookkeeping, data entry and other marketing tasks so the business owners have more time to spend with their clients, or simply take time for themselves.

Most small business owners mistakenly believe they 'can' and 'should' do it all on their own to save money, when in fact, outsourcing some tasks could help them increase profits. Business owners often spend four to ten hours per week completing administrative tasks that does not generate revenues. That time could be better spent on revenue producing activities. Outsourcing the administrative tasks could actually save them money when the business owner's own hourly wage is taken into consideration.

A recent independent study by Brenner Information Group (<http://www.brennerbooks.com>) shows that over 400 industries and business verticals have sought the assistance of outsourced VAs. Demand for virtual assistance is at an all-time high and continues to increase annually. This growing demand, along with our strong repeat and referral business, makes it more common for business clients to use outsourcing services like Cybertary on a regular basis. It also demonstrates that Cybertary has solid growth potential as well as a means to meet business, career and lifestyle goals.

About Cybertary, Inc.

Cybertary, Inc. was founded by Patricia Beckman in Roseville, California to meet the growing demand for reliable and professional administrative outsourcing. Cybertary is now available as a nationwide franchise opportunity to creative regional networks of VAs. For more information on the franchise opportunity, call Jim Fitzgerald, Director of Franchise Development, at 877-249-4897, email to Franchise@Cybertary.com or visit www.CybertaryFranchise.com.

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