



Successful Young Entrepreneurs Stand in Support of Small Businesses and Discuss Impact of “Occupy Wall Street” Demands

As a result of hard work and innovation, Cardinal Web Solutions’ co- founders Alex Membrillo and Stephen Popov have built one of the leading SEO and Internet marketing companies in metro Atlanta. The business was launched in 2009 and has grossed \$2 million in sales since that time.

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In early 2009, during the height of the recession, Alex Membrillo and Stephen Popov co-founded Cardinal Web Solutions after being laid off when the company they previously worked for went under. Since that time, their business has grown into one of metro Atlanta’s most successful Internet Marketing agencies, grossing \$2 million in sales since launching. Currently managing over 50 local and national accounts, Cardinal Web Solutions’ services include:

- Search engine optimization (SEO)
- Pay per click advertising (PPC)
- Website design and development
- Online reputation management
- Social media marketing

Even though they have maintained increasing success, Cardinal Web Solutions is still operating in an environment faced with extreme hardships brought on by a depressed market. This has been most recently emphasized by protestors in the “Occupy Wall Street” movement angry with economic inequalities and free-market capitalism, which, along with small businesses, are the lifeblood of the U.S. economy.

“Small businesses stimulate the market, generate new jobs, employ over half of the private sector employees, and represent the majority of U.S. exporters,” explains Mr. Membrillo. “Primarily fed up with corporate greed, ‘Occupy Wall Street’ are not directly opposing small business owners. However, many members of their movement are protesting against what most small businesses like ours support. This includes free trade and less taxation so we can invest more of our earnings back into the business through service expansion and hiring additional staff.”

Cardinal Web Solutions supports First Amendment rights and sympathizes with the “Occupy” protestors’ frustrations. However, the business’ two owners have found that rather than being discouraged when faced with obstacles, that if you put that energy into working hard, you can overcome challenges to

make your own success. They have carried that philosophy into their on-going business practices, which has greatly contributed to Cardinal's continued growth.

"Despite launching our business during an economic down time, we have been pleased to maintain forward momentum and have enjoyed growing our business over the past several years," shares Membrillo. "Since starting Cardinal Web Solutions I have consistently worked to maintain a positive outlook. I've found that there are a lot of trials and tribulations that a business owner goes through and I believe that with an optimistic attitude, everything is possible."

As a young entrepreneur, Membrillo faced many challenges before starting the business. When he lost his job as a result of the recession, it was only two months before the birth of his first child. Therefore it was imperative Membrillo find a way to support his family. So, after identifying a void in the market, Membrillo and his business partner Stephen Popov, both 24 years old at the time, developed Cardinal Web Solutions. Popov and Membrillo believe in educating their clients on their processes and activities and do this through complete transparency with their marketing practices. Transparency is something that they've discovered many other Internet marketing agencies don't offer.

Cardinal Web Solutions launched from two small desks in Popov's living room, which they have long since out grown. Membrillo and Popov have also quickly established themselves as industry experts, being featured by premier media outlets including The Wall Street Journal®, American Express Open Forum® and Atlanta Business RadioX. Cardinal Web Solutions looks forward to their continued growth in 2012.

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About Cardinal Web Solutions

Cardinal Web Solutions is an Interactive Marketing agency that is comprised of marketers that use technology to deliver results, not technicians implementing software or stale formulas. They approach every situation with the client's customer in mind and measure success not by increased traffic or impressions, but instead higher client profits. CWS keeps pace with rapidly shifting trends in Interactive Marketing, and develops engagement strategies that are not defined by a platform or a category, but leverage the best marketing vehicle to solve every unique challenge. They offer Search Engine Optimization, Pay Per Click Advertising, Social Media Management, Mobile Marketing, Web Design, Email Marketing, Online Reputation Management, and more.

For more information call 404-585-2096 or visit <http://www.CardinalWebSolutions.com>

Media Contact:

Allison Reinert

ALR Marketing Solutions

404.890.5817

Allison@ALRMarketingSolutions.com

www.ALRMarketingSolutions.com