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Big Web Site Catering To Small Markets

Norfolk, Nebraska -- July 18, 2008 — Connections Planet (www.connectionsplanet.com) is helping to take community news and information to a new level.

Carl Forsell, president of Connections Planet explained, "Connectionsplanet.com is a local news and information web site with an emphasis on serving the community. The site contains a 15 page section for every residential zip code in the United States – all 33,507 of them." Between the Zip Code pages, a recipe section and a soon to be active dating section, the site contains over 600,000 pages. In contrast, most web sites contain between 10 and 30 pages.

The web site is working on recruiting a person in every zip code to serve as the Zip Code Manager (ZCM). The ZCM has total responsibility for the news, information and advertising that appears in his or her zip code section. According to Forsell, the ZCM's are selected based on their willingness to serve as a representative of the community. They must display an interest in making their community a better place to live.

Connections Planets home page says,"A Zip Code Manager is the person responsible for gathering and publishing content for a Zip Code Neighborhood. It is that simple. He or she is the person who goes out into the community to find out when the High School Band Concert is, or when the next blood drive for the Red Cross will be. They are the link between this web site and your community ".

ConnectionsPlanet.com has pages for: School News, Public Safety, Real Estate, Community Info., Religion, Events, Sports, Business News, Business Directory, Military News, Health Care, Government Offices, Community Resources, Census and Home Page.

According to Forsell, to get to any zip codes section of the site, go to [www.connectionsplanet.com/\(zip code\)](http://www.connectionsplanet.com/(zip code)) , for example, www.connectionsplanet.com/68701 is the site for Norfolk, Nebraska.

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