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Date: January 16, 2008  
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INNOVATIVE OFFICIAL COMMUNITY PUBLICATION GUIDES RESIDENTS AND GUESTS

Southlake, Texas –

Visitors and residents alike will receive an invaluable resource this month when the Southlake Chamber of Commerce distributes the official 2008 Community Guide and Membership Directory. This annual publication is distributed to over 10,000 annually, with the first 7,500 going directly to Southlake residents.

This year's publication offers two new features. The map and directory are being produced as an all-in-one encompassing resource. For the first time, the community won't have to maintain two separate publications. Readers will easily find business information on one page and then quickly flip pages and locate the business on the map within the same guide.

Additionally, the map section of the guide features grid coordinates in a larger format for additional ease of reference. This change closely resembles more popular map versions in recent years and will no longer require unfolding and refolding.

Each of the Chamber's 650 members is featured in detail as a shop local initiative. Shopping local has an enormous impact on the community's economy, with studies showing that for every dollar spent within a local community, it turns over and creates seven dollars. Website addresses are included to further this effort since online shopping continues to increase. Community members can easily make online purchases that will also remain within Southlake.

Chamber president Giovanna Phillips said, "This publication is a one-of-a kind. It's one of the most useful community resources we've ever produced, and we're excited to make it available for Southlake, both in print and electronically."

Community information is also available 24 hours a day, seven days a week online at [www.southlakechamber.com](http://www.southlakechamber.com). This redesigned award-winning site is an invaluable Southlake resource featuring visitor and community information, government services, and business resources.

Additional copies of the 2008 Community Guide and Membership Directory can be obtained by contacting the Southlake Chamber of Commerce at [info@southlakechamber.com](mailto:info@southlakechamber.com) or by calling 817-481-8200. This guide is produced in conjunction with the City of Southlake.

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