



BlueLens Franchise Group Unveils New Website

BlueLens Franchise Group, a division of eWayDirect, a leader in the email and search marketing industries, announces a new website offering franchise opportunities for interested direct-marketing professionals.

Southport, Conn. ([PRWeb](#)) April 9, 2008 -- BlueLens Franchise Group, a division of eWayDirect, Inc., today unveiled its new website: www.BlueLensFranchiseGroup.com.

"Many of today's marketing professionals are asking themselves where their next career step will take them," says Neil Rosen, president and CEO of eWayDirect and BlueLens Franchise Group. "For those who are ready to launch their own business, BlueLens Franchise Group provides a proven successful business model and strong career opportunity."

The BlueLens website educates visitors on the franchise model and explains how they can take part in the explosive growth of internet marketing using the BlueLens proprietary technology and top-of-the-line support. Product offerings include email marketing, search marketing, and BlueLens' own branded desktop application, Priority1 email, which ensures 100% deliverability, 100% of the time.

The new site goes beyond outlining the steps to franchise success by offering emarketing and search marketing tips previously available only to BlueLens client companies. Videos on the site feature the famous eWayDirect Priority man. They will leave visitors chuckling ... and thinking about the options that Priority1email can open for them.

Franchises are now available in the United States for a few select marketing professionals. For more information, visit BlueLens Franchise Group's website at www.bluelensfranchisegroup.com or call (203) 256-5127.

About BlueLens Franchise Group: eWayDirect's clients' successes have translated into a repeatable business model, and BlueLens Franchise Group provides an opportunity for individual business leaders to capitalize on the eWayDirect business model to attain successes of their own.

###



Contact Information

Marty Donner

BlueLens Franchise Group

<http://www.bluelensfranchisegroup.com>

(203) 256-5127

Marty Donner

eWay Direct. Inc.

<http://ewaydirect.com>

(203) 256-5127

Online Web 2.0 Version

You can read the online version of this press release [here](#).

PRWebPodcast Available

[Listen to Podcast MP3](#) [Listen to Podcast iTunes](#) [Listen to Podcast OGG](#)