

eWayDirect Inc. Announces BlueLens Franchise Group, its New Franchise Division, Now Open

The BlueLens Franchise Group is now accepting applications for an opportunity to own one's own business in the rapidly growing online emarketing and search marketing arena.

Southport, CT ([PRWeb](#)) November 1, 2007 -- BlueLens Franchise Group, a division of eWayDirect, Inc., is now accepting applications for its nationwide franchise operations. Sean Meehan, formerly vice-president of business development at eWayDirect, is the president of the new division. "I'm very excited about the opportunities we're opening up," says Meehan. "BlueLens provides a great opportunity to the individual looking to own their own business in the online services space."

eWayDirect is one of the first players in the emessaging and search marketing field to expand its successful business model into the franchise domain. "We saw it as a natural for a franchise," says Neil Rosen, president and CEO of eWayDirect. "It's a model that will work well for franchisees who want to follow our roadmap to success."

Meehan agrees. "I'm excited about how the online channel has matured to the point where this type of business is feasible," he says, noting a recent Forrester Research study indicating that the next three years will see a surge in online marketing. "This is a fantastic opportunity for the right person," says Meehan. "If someone is interested in following a successful business model, we'll offer the support and guidance necessary to make it happen. The online marketplace continues to grow at an astounding rate. BlueLens allows a person to not only own their own business, but do so in a market that is forecast for billion-dollar growth in the coming years."

The BlueLens Franchise Group is currently offering franchise opportunities to people interested in owning a successful emessaging and search company. Franchisees will receive extensive training and support from the BlueLens parent company, eWayDirect, Inc.

Interested persons may watch a free webinar on the BlueLens Franchise Group site, www.bluelensfranchisegroup.com or contact Meehan at [sean\(at\)bluelensfranchisegroup.com](mailto:sean(at)bluelensfranchisegroup.com) or 203-256-5126.

eWayDirect, Inc., is a market leader in both emessaging and search marketing services. Started in 2000, eWay Direct works with top online marketers targeting results. The company's clients' successes have translated into a repeatable business model, and the BlueLens Franchise Group will provide an opportunity for individual business leaders to capitalize on the eWayDirect business model to attain success of their own.

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