

For Immediate Release

Rural Outsourcing Gives New Life to Rural Markets

Reno, Nevada – July 2011 — American firms have been sending work overseas to impoverished countries to save money and provide opportunity for less fortunate countries. Due to cultural differences, rising unemployment in America, and management challenges, many companies are focusing their eyes on America again. Enter a new term, “ruralsourcing”.

The new opportunity is enabling companies to outsource work to rural markets within the United States, rather than bringing those jobs back to urban areas. The formula depends on two premises: Small towns need jobs, and the cost of those jobs are much less than similar positions in urban markets — sometimes as much as 50% less.

With urban flight continuing to increase, in conjunction with telecommuting and the ever-increasing use of the internet to conduct business, talent pools in rural markets are on the rise. Such a change in market dynamics provides even more ammunition for corporations to consider outsourcing work to rural American communities, rather than sending those jobs to other countries.

"It's extremely timely given our economic climate," says Mary Lacity, an information systems professor at the University of Missouri-St. Louis who has written 12 books on outsourcing. "And I think there's a demand for it." Compared with the estimated \$60-billion-a-year off shoring industry, rural outsourcing remains just a blip on the radar. Yet the strategy is becoming a more popular option for businesses that are trying to stretch their budgets.

Yonder Media, through its business services sector and YonderSpot communications portal, is aggressively eyeing the “rural outsourcing” market. Craig Vallarino, CEO, stated, “It’s a perfect storm, as the need for high speed broadband can further develop this market segment. Our company has just the services needed for companies and individuals to capitalize on rural outsourcing.”

Yonder Media is the growing enhanced services provider exclusively committed to enriching the

lives of rural Americans through cost-effective, wide reaching and dynamic wireless broadband services. Based in Reno, Nevada, Yonder Media, through its operating company, Yonder Wireless, today serves communities within the western United States. For detailed information, visit: www.yondermedia.com.

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