

THE IMPORTANCE OF SHOPPING SMALL

— SMALL BUSINESS SATURDAY IS NOVEMBER 24th —

SMALL BUSINESS

HAS A BIG ECONOMIC IMPACT

SMALL BUSINESSES PAY **44%** OF TOTAL U.S. PRIVATE PAYROLL

U.S. Small Business Administration (2011)

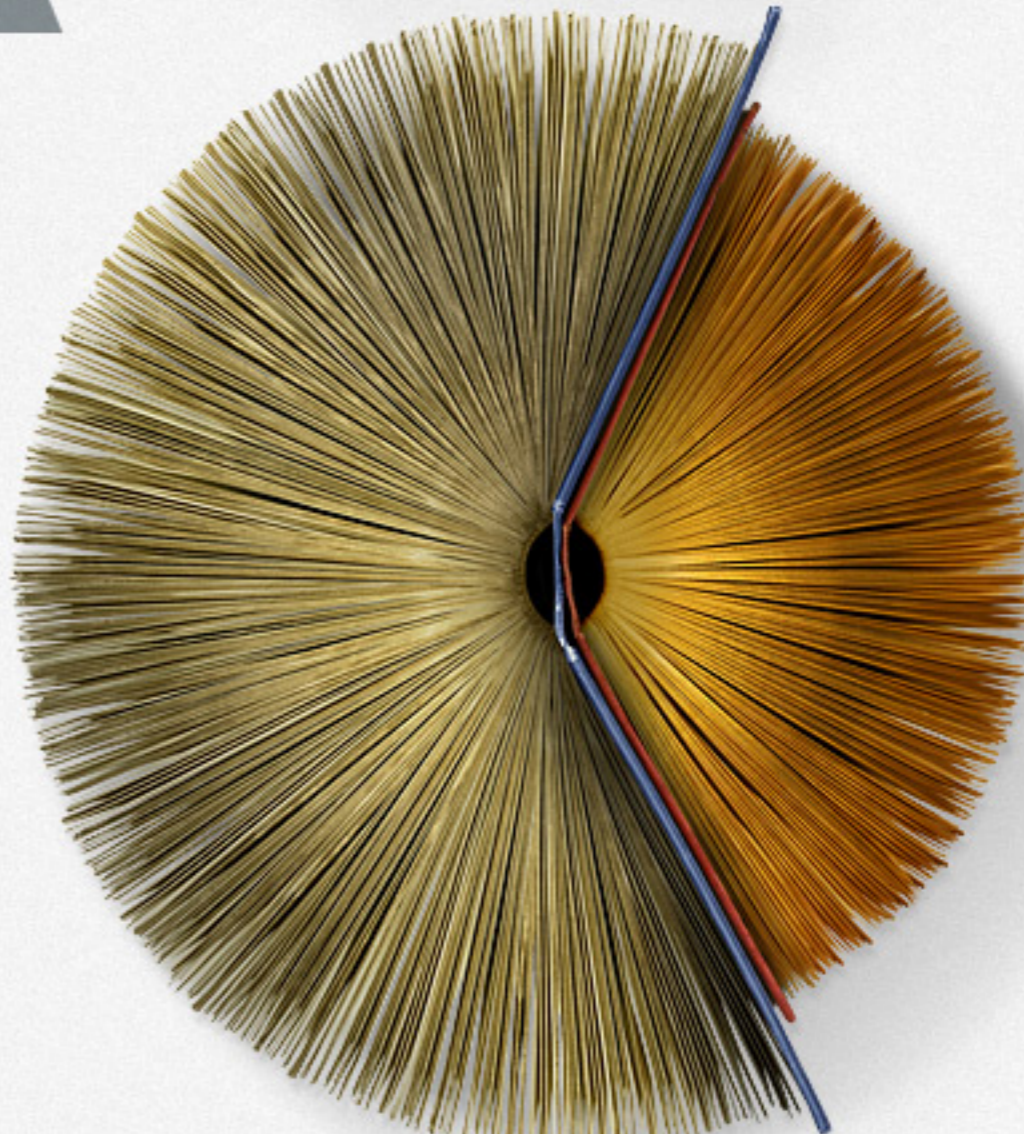
DUTCH MONKEY DOUGHNUTS
Cumming, GA



NUTS.COM
Cranford, NJ

89% OF CONSUMERS SAID THEY BELIEVE THAT SMALL BUSINESSES CONTRIBUTE POSITIVELY TO THEIR LOCAL COMMUNITIES

American Express OPEN Small Business Saturday Consumer Pulse (July 2011)



SMALL BUSINESSES CREATED **65%** OF THE NET NEW JOBS CREATED IN THE 17 YEAR PERIOD ENDING IN 2009

U.S. Small Business Administration, Advocacy Small Business Statistics and Research

COMPLETE TRAVELLER ANTIQUARIAN BOOKSTORE
New York, NY

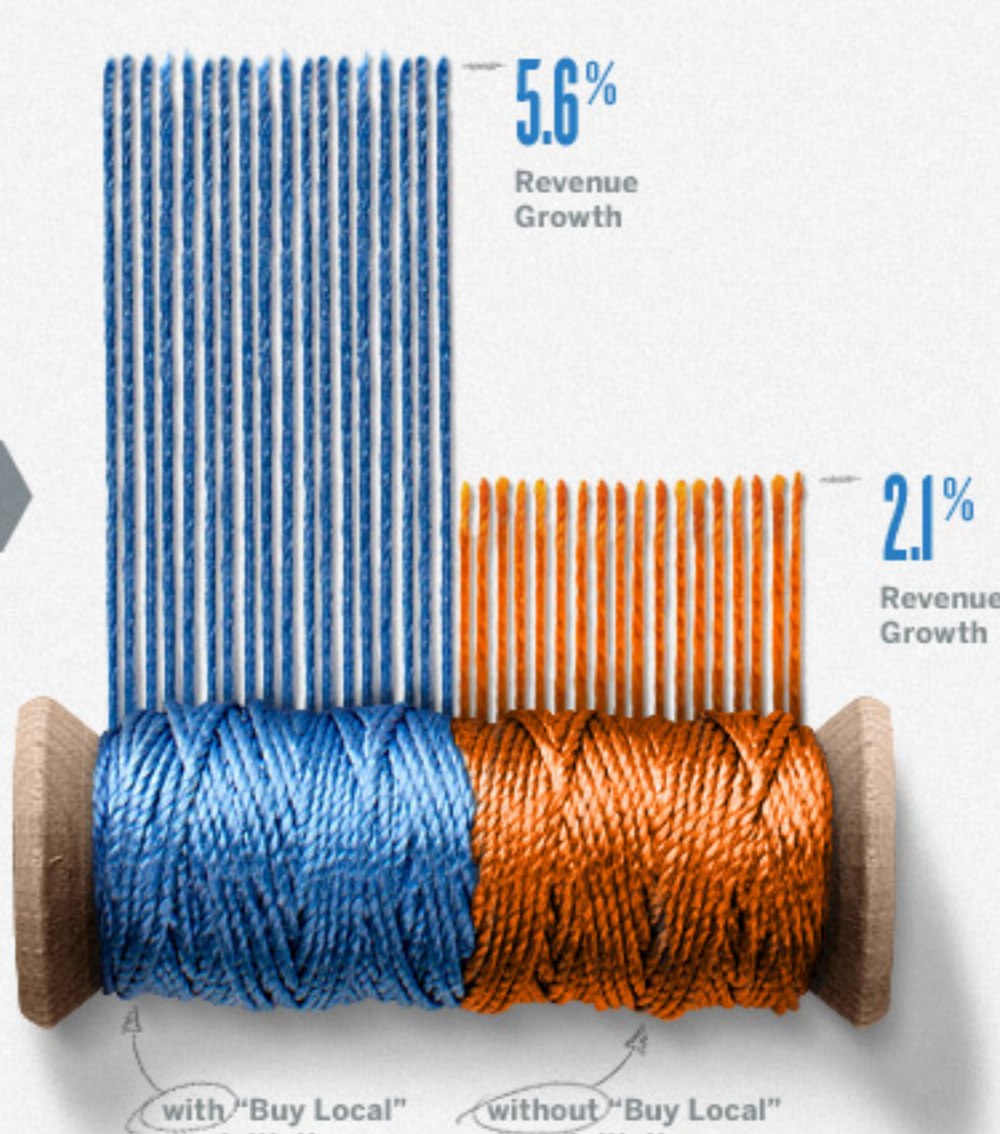
SMALL BUSINESSES

ENRICH THEIR COMMUNITIES

VOSGES
Chicago, IL



PURL SOHO
New York, NY



93% OF CONSUMERS BELIEVE IT'S IMPORTANT TO SUPPORT THE LOCAL SMALL BUSINESSES THAT THEY VALUE IN THEIR COMMUNITY

American Express OPEN Small Business Saturday Consumer Pulse (July 2011)

INDEPENDENT RETAILERS THAT ARE IN COMMUNITIES WITH A "BUY LOCAL" INITIATIVE REPORTED REVENUE GROWTH OF 5.6% ON AVERAGE IN 2010, COMPARED TO 2.1% FOR THOSE ELSEWHERE

Institute for Local Self-Reliance (January 2011)

78% OF SMALL BUSINESSES BELIEVE THAT THERE IS A **GROWING** APPRECIATION OF SHOPPING LOCALLY AT SMALL BUSINESSES IN THE U.S.

Small Business Saturday Insights Survey conducted by NFIB in collaboration with American Express (October 2012)

SPROUT HOME
Brooklyn, NY



SMALL BUSINESS SATURDAY

CAN HELP ATTRACT NEW CUSTOMERS AND INCREASE SALES

LOCAL COLLABORATION EMBODIES THE SPIRIT OF SMALL BUSINESS SATURDAY

CHUBBY'S CRUISERS
Culver City, CA



46% OF SMALL BUSINESSES THAT ARE AWARE OF SMALL BUSINESS SATURDAY PLAN TO PARTICIPATE IN SMALL BUSINESS SATURDAY THIS YEAR

Small Business Saturday Insights Survey conducted by NFIB in collaboration with American Express (October 2012)

SAVORY SPICE SHOP
Denver, CO



POSITIVE SMALL BUSINESS ATTRIBUTES

High-achieving small businesses
All small businesses



USE SOCIAL MEDIA TO ATTRACT NEW CUSTOMERS

American Express OPEN Small Business Monitor (Fall 2012)

PLAN TO GROW THEIR BUSINESS OVER THE NEXT SIX MONTHS

American Express OPEN Small Business Monitor (Fall 2012)

HAVE A POSITIVE OUTLOOK ON THE ECONOMY

American Express OPEN Small Business Monitor (Fall 2012)

BONOBOS
New York, NY

SMALL BUSINESS SATURDAY
NOV 24

GET INVOLVED AT SHOPSMALL.COM

#SMALLBIZSAT

FOUNDING PARTNER

