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PHILADELPHIA COMMERCE IS GOING DIGITAL

First of its kind initiative

PHILADELPHIA, PA, Sept. 17, 2018 — iSwop Networks is excited to announce the launch of Shopphilly1st.com, an innovative commerce website that integrates mobile search, e-commerce, and social media to connect businesses to consumers and to other businesses in Philadelphia. The launch will take place on October 1, 2018. Elected city officials, CDC representatives, business leaders, public/private business service providers will attend.

This groundbreaking new website/application is the four-year brainchild of Broderick Byers, CEO of iSwop Networks and received initial capital support from the Philadelphia Department of Commerce.

“One of the best ways to increase economic growth in Philadelphia is by encouraging our residents and businesses to support Philadelphia businesses,” said Harold T. Epps, Director of Commerce for the City of Philadelphia. “By utilizing technology, we have an opportunity to create more local connections than ever before. I look forward to seeing how businesses and consumers alike can use ShopPhilly1st.com to inform their purchasing decisions and increase their support for local entrepreneurs.”

“ShopPhilly1st.com is an affordable advertising vehicle for local, small businesses with the added benefit of promoting collaboration and networking,” claims Mr. Byers.

ShopPhilly1st differentiates itself from platforms like Google or Yelp by allowing users to find businesses that have similar interest or affiliations. Consumers will be able to search for services and products in many different ways — by category, neighborhood, associations and special interest group, and locally sourced products.

Although the complete website is still under construction until October 1st, businesses can register for free or upgraded listings now at ShopPhilly1st.com.

ABOUT iSwop: iSwop Networks is a tech company specializing in mobile commerce for multi-cultural businesses that develops and licenses community commerce applications to business, municipal and diversity associations. iSwop integrates business directories with business and consumer information resource libraries and e-commerce to connect multi-cultural and affinity business communities to their consumers while promoting collaboration and transactions.

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