

## **FOR IMMEDIATE RELEASE:**

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## **Black e-Commerce Reaches Untapped Market**

**Detroit, MI**, — Black e-Commerce ([www.blackecommerce.com](http://www.blackecommerce.com)) is an exciting new e-commerce site that connects consumers to black-owned businesses and creates a buying power in an online environment. According to an ING survey, African Americans only spend five cents of each dollar they have in disposable income with black-owned businesses. By offering a vast array of goods like electronics and services like Webinars, Black e-Commerce aims to reinvest money back into black businesses and communities by providing a portal that crosses geographical divides.

Black e-Commerce is the brainchild of Ms. Deshawn Johnson, an entrepreneur who foresees the Black e-Commerce Web site as the catalyst to change the way the African Americans use the Internet. “Just imagine an online virtual marketplace for Black America that will soon be compared to eBay, Amazon, and MySpace,” Johnson says.

With Black e-Commerce, Johnson says that entrepreneurs will have a direct line to the projected \$921 billion that African-American consumers are expected to spend in 2008 according to Selig Center for Economic Growth. Black e-Commerce targets companies that are least 51 percent black owned. Therefore, consumers can be confident that dollars spent on Black e-Commerce will be recycled in black businesses and communities.

Black e-Commerce is built on its motto, “Build, Empower, Connect.” Committed to uplifting the community, the company employs the following objectives: 1) Economic Empowerment, 2) Generational Wealth, 3) Cross the Digital Divide, 4) Entrepreneurship, and 5) Community-Centered.

With goals that extend beyond making a profit, Black e-Commerce also supports philanthropic initiatives that benefit the African-American population. Through the BeC Foundation, Black e-Commerce members and shoppers can connect with worthwhile initiatives including assisting entrepreneurs with computer training and preparing children to become business owners.

For additional information on the Black e-Commerce launch, contact Deshawn Johnson at [deshawn\\_johnson@blackecommerce.com](mailto:deshawn_johnson@blackecommerce.com) or visit [www.blackecommerce.com](http://www.blackecommerce.com).

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