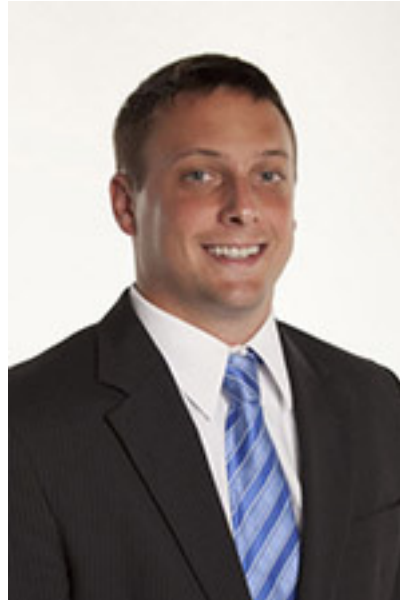




Lisa Owen, CORE Benefits Solutions and Alex Membrillo, Cardinal Web Solutions will be on the Avenue Friday Feb 11, 2:00pm EST.



Host Bernie Wolford interviews founders, owners, and operators of small businesses who have made it "out of the garage", and are now clearly in the "acceleration phase" of their newly found success. Topics include bootstrapping, funding options, market penetration, first generation management and staff, and other issues that must be tackled and mastered at this phase of business formation. Companies providing services at this stage of business growth also appear as guests. Additionally, business persons who have successfully taken their growing businesses through this challenging stage appear to share their experiences with listeners.



**Alex Membrillo** is a co-founder of Cardinal Web Solutions, one of Atlanta's leading Internet marketing agencies. Cardinal Web Solutions' services include Search Engine Optimization and Pay per Click Advertising. Cardinal Web Solutions' measures their success by their client's results. They always maintain ethical Internet marketing practices and transparency, while focusing strategies on meeting the client's bottom line. Cardinal Web Solutions works

with businesses in all types of industries which are primarily located throughout the southeast. From national hotel chains such as Hilton Garden Inn, Sheraton, and Hampton Inn, to Atlanta area doctors, lawyers, and consumer service companies, Cardinal Web Solutions provides customized full service turn-key Internet marketing solutions.

Recently featured in the Wall Street Journal, Alex's extensive knowledge base makes him a valued asset to brands of all sizes. He draws on many years of Internet marketing experience where he has worked to refine industry best practices.

Alex grew up in Johns Creek, GA, a northern suburb of Atlanta, where he attended elementary through high school. Alex is a graduate of Georgia State University's Robinson College of Business where, after putting himself through college, Alex earned a Bachelors of Business Administration in Managerial Sciences, with an emphasis in Entrepreneurship.

Born in San Antonio, TX, as the son of a travel agency owner Alex had the good fortune of living abroad in Spain and Cyprus before returning to the United States in 1990. While on holiday, Alex enjoys visiting his family's ancestral home in Madrid, Spain.