
BUSINESS BRIEFS

Introducing *Best In Town* A Guide to Greenwich

What do you get when you combine the *Zagat Guide* the Yellow Pages, the *Robb Report* and the United Way? *Best in Town*, the newest, most prestigious, rating and resource service of local businesses.

A Greenwich-based company, Best in Town has started its search for the best businesses in Greenwich. the company will select only two businesses each from the nearly 200 different categories, so if you're looking for the restaurant, trades person, shop or service in town, the Best in Town has done the homework with the utmost due diligence.

Each industry is uniquely and independently looked at, rated and reviewed. From resident surveying and independent inspectors to being previously rated and personal interviews, The Best in Town prides itself on having the most stringent qualification and rating standards.

Greenwich residents as well as business will be offered two presentation avenues - an attractive, user-friendly Web site and the Best in Town Greenwich guide, an elegantly appointed annual publication.

The Best in Town is not advertising driven, it awards select membership positions to qualified candidates only, and businesses cannot buy themselves in. Greenwich residents will also be given the opportunity to sign up for the best in Town's preferred Card, a card that allows members special discounts and incentives with participating Best in Town businesses. On a philanthropic note, the Best in Town supports Greenwich charities by donating a percentage of its fees to each participants Greenwich charity of choice.

The first areas to be launched will be the Greenwich and Westchester Sound Shore communities. With plans to expand to other affluent communities throughout the tri-state area and beyond, the Greenwich flagship list is set to be one of the finest in the country, maybe the world.

For more information call (800) 707-2403, or visit www.RatedBestInTown.com, www.TheBestOfGreenwich.net or www.TheBestOfWestchester.com.