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For Immediate Release

WELLINGTON'S DARA BLOOM ACHIEVES CERTIFIED QUICKBOOKS PROADVISOR STATUS

WELLINGTON, FL, January 13, 2008 – Dara Bloom of Wellington has recently become certified by Intuit as a QuickBooks ProAdvisor. This advanced level of achievement is reserved only for those professionals who have demonstrated exceptional knowledge of QuickBooks, the most widely used accounting software product for small to medium businesses.

Born and raised in Wellington, Dara attended Wellington Elementary School and Wellington Landings Middle School before completing her high school education at Dreyfoos School of the Arts. In 2006, she graduated from the University of Florida with a degree in Finance.

After graduation, Dara joined INK & TONER USA, the first ink and toner retail store in Palm Beach County, established in 2004 in West Palm Beach by Dara's parents, Jane and Bob Bloom. In 2006, the company began licensing its business and training entrepreneurs to open ink and toner stores throughout the United States. Dara has been instrumental in developing the company's QuickBooks training course, and so far, she has taught it to the company's licensees from Florida, Georgia, Kentucky, and Texas.

"In our two-week training program, we teach our licensees how to run a successful ink and toner business," says Dara. "We have optimized QuickBooks to run in a retail environment and specifically for an ink and toner store. One of the important aspects of our training is extensive QuickBooks education – from the day-to-day store operation to the back-office bookkeeping."

"Our training program is the most comprehensive in our industry, and our QuickBooks education customized for a retail environment is unmatched anywhere," adds Jane Bloom, president and CEO of INK & TONER USA. "Our licensees are taught to do everything they need in regards to QuickBooks – even if they have no bookkeeping experience. Dara's ProAdvisor certification is a testament to her knowledge and demonstrates our total commitment to our licensees."

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