



HelloMetro
Your Local Yellow Pages & City Guide

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HELLOMETRO.COM ADDS ADDITIONAL CITIES TO REMAIN WORLD'S LARGEST DOTMOBI (.mobi) NETWORK WITH 1,400 LOCAL MOBILE SITES

Jeffersonville, IN (October 16, 2007) – HelloMetro.com, one of the world most-extensive providers of city-oriented web sites, has now added more than 750 .mobi web sites to its growing list of local search web sites to remain the world's largest network of .mobi sites. By using HelloMetro's .mobi site, residents in 1,400 cities around the world can access valuable local information such as news, weather, sports scores and attractions as well as searchable Yellow Pages & White Pages directories directly from their mobile phone.

.mobi sites are designed for the screen size and download speed of mobile phones – including the Apple iPhone – so that users can access HelloMetro sites on the go without needing a computer. The internet addresses for HelloMetro's .mobi sites are the same as their .com counterparts, except that they end in .mobi. For example, HelloColumbus.com's mobile equivalent is HelloColumbus.mobi while HelloJacksonville.com's is HelloJacksonville.mobi.

The HelloMetro .mobi network also includes larger city web sites like HelloChicago.mobi, HelloSeattle.mobi, HelloDenver.mobi, HelloAtlanta.mobi and HelloLosAngeles.mobi.

"We've received great feedback from users who regularly access the HelloMetro.com web sites and are looking for the same information while on the go. We launched only three months ago and already we're getting 150,000 .mobi page views monthly," said Clark Scott, President and CEO, HelloMetro.com.

"Seeing HelloMetro expand its .mobi offerings to complement the full range of its .com sites is exciting. It proves that there is a growing demand for useful, local mobile content," said Trey Harvin, CEO of dotMobi, the company behind the .mobi domain.

A listing of all 1,400 HelloMetro.com websites can be found at www.HelloMetro.com. For individual city web sites, type "Hello" plus "City Name" plus ".com" or ".mobi" (for example, <http://www.HelloNewYork.com> or <http://HelloNewYork.mobi>).

About HelloMetro.com

As we have said for five years now, the future of the Internet is "Local." HelloMetro.com offers users the opportunity to get to know a city through local history, attractions, real estate, jobs, Yellow Pages, local resources and other partner sites that provide the most complete and up-to-date information in their particular subject areas. Unlike cluttered city portals that blast online audiences with irrelevant advertising information, HelloMetro.com uniquely dedicates each city site to the flavor of the individual location.

The company currently operates 1,400 locally-oriented city information web sites worldwide, such as HelloSeattle.com, HelloMiami.com, HelloLouisville.com, HelloNewYork.com, HelloSanFrancisco.com, HelloTokyo.com, HelloParis.com).

HelloMetro.com regularly ranks in the top three city searches with competitors including CitySearch.com, YellowPages.com, Google.com (Local Search) and Microsoft's new Local.Live.com.

About dotMobi

dotMobi (the informal name of mTLD Top Level Domain, Ltd.), a consortium based in Dublin, Ireland with offices in Washington, DC and Beijing, is leading the growth of Internet use from mobile phones with the .mobi domain name. Unique among domain name providers, dotMobi ensures that services and sites developed around .mobi are optimized for use by mobile devices. On-the-go consumers can have confidence that an Internet site or service will work on their mobile phones when using a .mobi address.

dotMobi is backed by leading mobile operators, network & device manufacturers, and internet content providers, including Ericsson, GSM Association, Hutchison (3), Microsoft, Nokia, Orascom Telecom, Samsung Electronics, Syniverse, T-Mobile, Telefonica Moviles, TIM, Visa and Vodafone. dotMobi is also a sponsor of W3C's Mobile Web Initiative.

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