



HelloMetro
Your Local Yellow Pages & City Guide

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HELLO AGAIN! HELLOMETRO.COM CONTINUES GROWTH OF LOCAL SEARCH WEBSITES WITH ADDITIONAL USER-GENERATED CONTENT

New User-Generated Content on Local Internet Sites Includes 6,500 Original Songs, 24,000 Pieces of Artwork and 500 Local Videos; Local Blogging Feature Also Gaining in Popularity

Jeffersonville, IN (March 14, 2007) – HelloMetro.com continues its meteoric rise to the top of the [local search](#) website page rankings with the addition of even more user-generated content. Within the last year, over 5,000 local artists have uploaded 24,000 pieces of artwork and 6,500 original songs – all made available to the more than three million unique monthly visitors to the [Yellow Pages](#) driven sites at no cost to the users. In addition, a local video component was launched in October, 2006 and since then more than 500 videos have been uploaded to the [local internet](#) sites, which also feature a [White Pages](#) directory.

HelloBoston.com, HelloChicago.com and HelloParis.com are only a few of the more than 650 worldwide cities where the [HelloMetro Network](#) currently has an established presence.

HelloMetro.com websites are unique from other local search websites in that they have an individualized online domain name for each of its city sites as opposed to nationally branded online portals. “We allow everyone to *link-in* to their local ‘Hello’ site, as opposed to *linking-out* from a national or international portal site,” said Clark Scott, President and CEO of HelloMetro.com.

Company's Ownership of Two Informational Websites Drives Many First-Time Visitors

Also contributing to the HelloMetro Network's local internet success is the company's rights to StateLocalGov.net and Newslink.org.

As the place to go for direct links to thousands of local government and agency websites, StateLocalGov.net currently has more than 500 universities linking directly to the site. Receiving over 300,000 unique visitors each month, StateLocalGov.net is unique in that it is broken down by state and has a page ranking on the Google search engine of seven.

The site, Newslink.org, receives over 600,000 unique visitors each month and also has a page ranking on the Google search engine of seven. The site links to most newspaper outlets throughout the United States, including campus, alternative, weeklies and local magazines and has a large and dedicated following.

Local Blogging and User Ratings Allow Users to Connect and Share Opinions

Within each city's local internet site is a blogging system that allows users to post comments or converse with other users. The more than 2,500 users of this no cost blogging alternative often share their experiences and recommendations for area activities, restaurants, events, shops and more. The most recent and fastest growing feature on HelloMetro.com city sites is the user ratings of Yellow Pages, Local Art, Attractions, Restaurants and Bands. Visitors can enter comments and rate local content based on their likes and dislikes of local interests.

What's Next for HelloMetro.com

In the five years since its founding, the HelloMetro Network operates profitably on a skeleton staff of eleven. Having focused heavily on building local internet content, HelloMetro.com has recently added additional staff members who will support the sales efforts of the company.

"Creating local search websites has been of the utmost importance to us as we've grown the company," said Scott. "We will continue to promote user-generated content at no cost on our sites, however, we will begin an aggressive advertising effort in the coming months."

With the addition of advertising, HelloMetro.com will continue to keep its 650 sites looking clean and streamlined, with advertising limited to certain sections of the pages and local content continued to be driven by local users.

In addition to its other local features, all HelloMetro.com city sites include their own searchable Yellow Pages and White Pages directory, job service and real estate information link, up-to-date area lottery results, local weather and sports scores, area restaurant and attraction guides, local history guides, movie show times, and printable city brochures, maps and event calendars.

A listing of all 650 HelloMetro.com websites can be found at www.HelloMetro.com or for individual city websites, type in the URL “Hello” plus “Your City Name” plus “.com” (i.e., www.HelloNewYork.com, www.HelloOrlando.com, www.HelloChicago.com, www.HelloBoston.com).

About HelloMetro.com

As we have said for 5 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 650 locally-oriented city information websites worldwide (i.e., www.HelloSeattle.com, www.HelloMiami.com, www.HelloLouisville.com, www.HelloTokyo.com, www.HelloSanFrancisco.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.

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