



HelloMetro
Your Local Yellow Pages & City Guide

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HELLOMETRO.COM ANNOUNCES AVAILABILITY OF FREE HIGH-TRAFFIC MICRO-SITES WITH VIDEO AND IMAGE UPLOADING CAPABILITIES

More than 3,500 Small Businesses Have Taken Advantage of Micro-Site Offer from Local Search Network's Websites in More than 650 Cities

Jeffersonville, IN (March 16, 2007) – HelloMetro.com, a network of 650 city-based, local search websites that share more than three million unique visitors a month, has announced a new program to enable small businesses to have a web presence at no cost. Within 20 minutes, a small business can create a customized micro-site with a distinct web address that is accessible for customers, visitors and online inquiries 24 x 7 x 365. In addition, the uploading of streaming video and digital images of products or services is also available on the free small business websites.

The HelloMetro.com small business micro-sites are searchable on each individual city's local internet site. Small businesses also receive free advertising, as their company's logo is placed on a rotation in the upper left corner of the HelloMetro Network sites. Perhaps the most significant benefit of setting up a small business website on a HelloMetro local portal is the sites' huge traffic volume. HelloMetro.com sites together receive more than three million unique visitors each month, with many individual city sites receiving more than 300,000 visitors alone.

“Many of the 3,500 small business owners who are currently taking advantage of the HelloMetro.com micro-sites have told us they are already generating additional leads from the increased visibility of their website,” said Clark Scott, President and CEO of HelloMetro.com. “The micro-sites are really a win-win for both our company and our small business partners, as we benefit from the relationships and the small business benefits from the complimentary web presence and increase online visibility. Many times this small business micro site setup will rank

higher in the search engines than the actual full website that the company may have started a year ago, thanks to HelloMetro.com's high ranking in Google."

Small businesses that have already signed up include:

- <http://www.hellochicago.com/ChicagoChimney.cfm>
- <http://www.helloindianapolis.com/HollyhockHill.cfm>
- <http://www.helloboston.com/furniturestore.cfm>
- <http://www.hellobaltimore.com/stairlifts.cfm>
- <http://www.hellodenver.com/atilenation.cfm>

The process to create a small business micro-site is straightforward and simple. Visitors can either visit their local HelloMetro Network city guide (i.e., www.HelloDenver.com, www.HelloSanFrancisco.com, www.HelloJacksonville.com, etc.) or select from a list of cities at www.HelloMetro.com. The visitor then selects "Business" in the top navigation bar and chooses "Sign Up for a Free Account." Instructions will follow and once the sign-up process is complete, the small business may begin uploading their personalized text, special features and products, images of products and services, and streaming video or a commercial describing the business. Currently, ten custom templates are available as backgrounds for the small business micro-sites.

Also available on HelloMetro.com local internet sites are small business blogs that allow for online networking among businesses owners and staff within individual cities. HelloMetro.com city sites also include their own searchable Yellow Pages and White Pages directory, job postings, real estate information, 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.HelloNashville.com, www.HelloPhoenix.com, www.HelloIndianapolis.com, www.HelloPhiladelphia.com).

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 650 locally-oriented city information websites worldwide (i.e., www.HelloVegas.com, www.HelloHouston.com, www.HelloCincinnati.com, www.HelloSydney.com, www.HelloDallas.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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