



**HelloMetro**  
Your Local Yellow Pages & City Guide

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## **HELLOMETRO.COM REACHES MILESTONE BY ESTABLISHING A LOCAL INTERNET PRESENCE IN 1,400 U.S. AND INTERNATIONAL CITIES**

*More than 2 Million Visitors Each Month Visit Local Search City Sites From HelloAbilene to HelloZurich To Get Local Scoop*

**Jeffersonville, IN (October 4, 2007)** – HelloMetro.com has announced the addition of 750 new local search unique domains in additional cities around the world, bringing the company’s total website count to 1,400. With the new website addresses, cities large and small throughout the United States and around the world have a completely localized site where citizens can access city-specific information such as weather, lottery results, sports scores, Yellow Pages and White Pages directories. HelloMetro has also added more than 1,400 dotMobi websites to the company’s portfolio bringing its total count to 3,000 unique domains.

“HelloMetro has given residents from Bethlehem, Pennsylvania to Belvidere, Illinois a completely local opportunity to access the internet,” said Clark Scott, President and CEO of HelloMetro.com. “We are finding that online audiences don’t want one big, complicated site when they’re looking for information about a city. Local content and local search is where it’s at and we are filling that need with our locally-oriented city information websites. Also within each of the 1,400 local websites, we have created mini guides for each U.S. zip code allowing visitors to drill down to information in their individual neighborhoods.”

HelloMetro attributes its success to operating the only locally-oriented informational websites in the top three city information portals on the web. HelloMetro.com has increased its traffic, among its 1,400 websites, to more than 2 million unique visitors each month.

These website traffic increases have followed enhancements for all individual city sites including the addition of free local artist photo galleries and free local original music postings. Also popular are the searchable Yellow Pages and White Pages databases. All HelloMetro websites also include job service and real estate information links, up-to-date lottery results, local weather and sports scores, area restaurant and attraction guides, local history guides, movie showtimes, and printable city brochures, maps and event calendars. A local blogging feature has also become extremely popular as it allows local residents a chance to write about local events and happenings in a completely local forum.

HelloMetro's dotMobi websites have been specially formatted for a mobile phone's screen and bandwidth, enabling users to access HelloMetro local internet sites on-the-go without having to wait until they have access to a computer. The dotMobi websites can be accessed via mobile phone browsers by replacing the .com address with .mobi (i.e., [www.HelloChicago.mobi](http://www.HelloChicago.mobi), [www.HelloDenver.mobi](http://www.HelloDenver.mobi).)

A listing of all 1,400 HelloMetro.com websites can be found at [www.HelloMetro.com](http://www.HelloMetro.com) or for individual city websites, type in the URL "Hello" plus "Your City Name" plus ".com" (i.e., [www.HelloNewYork.com](http://www.HelloNewYork.com), [www.HelloOrlando.com](http://www.HelloOrlando.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 1,400 locally-oriented city information websites worldwide (i.e., [www.HelloSeattle.com](http://www.HelloSeattle.com), [www.HelloMiami.com](http://www.HelloMiami.com), [www.HelloLouisville.com](http://www.HelloLouisville.com), [www.HelloNewYork.com](http://www.HelloNewYork.com), [www.HelloSanFrancisco.com](http://www.HelloSanFrancisco.com), [www.HelloTokyo.com](http://www.HelloTokyo.com), [www.HelloParis.com](http://www.HelloParis.com)). Including HelloMetro's dotMobi websites, the company has a total of 3,000 unique domains in its portfolio. 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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