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HELLOMETRO.COM OFFICIALLY TRADEMARKS “HYPERLOCAL” AND HIRES LOCAL CONTENT WRITERS

As Newspapers Struggle Nationally, Journalists Find Work in HelloMetro Network of City Search Sites

Louisville, KY—HelloMetro.com, the largest global network of individual city search websites, announces its official trade marking of the term “Hyperlocal.” With this new distinction, the company continues its quest to provide the most up-to-date local and Hyperlocal™ information for its users. As newspapers struggle nationally, HelloMetro has hired 17 content writers in 12 cities to cover local news, ensuring HelloMetro users have the most accurate and informative information available on the web. Initially HelloMetro hired 5 writers earlier this year and with our success we have added 12 more.

With over 1,500 local city guides and over 4 million unique monthly website visitors, HelloMetro websites offer the latest in Hyperlocal™ technology, allowing users to identify restaurants, hotels, businesses and attractions in targeted ZIP codes and neighborhoods in all major cities throughout the U.S. The addition of original content allows HelloMetro to be a one-stop destination for all things local and Hyperlocal™, including news. Articles will be tagged with zip code and neighborhood names to create highly customized Hyperlocal™ coverage within each city.

“Many websites claim to be ‘local,’ when in reality they are only collecting previously published stories seen on many other sites,” explains Clark Scott, President of HelloMetro. “HelloMetro is able to offer an online news segment with novel content provided by professional journalists, many of whom were writers from large newspapers, to create its unique local content” says Scott.

Stories will initially concentrate on news and reviews that spotlight community attractions, restaurants, clubs and events. The initial wave of HelloMetro writers will be located in Chicago, Cleveland, Dallas, Houston, Indianapolis, Las Vegas, Louisville, Miami, Nashville, Philadelphia, Phoenix, San Francisco and Seattle with a goal of 50 journalists in the next six months. News

stories will appear on HelloMetro's 1,500 online city guides and on local search engine www.HelloLocal.com.

The company currently operates 1,500 locally-oriented city information web sites worldwide, www.HelloAtlanta.com , www.HelloChicago.com , www.HelloDallas.com , www.HelloLouisville.com , www.HelloMiami.com , www.HelloSanFrancisco.com , www.HelloVegas.com

About HelloMetro

As we have said since 1999, the future of the Internet is "Local." The HelloMetro global network of city search guides offers users the opportunity to get to know a city through local history, attractions, real estate, jobs, Yellow Pages, White 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. More information about HelloMetro can be found at www.HelloMetro.com or by calling (877) 282-2973.

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