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HELLOMETRO.COM GOES HYPERLOCAL WITH NEW LOCAL SEARCH THAT ALLOW USERS TO ‘ZOOM IN’ TO SPECIFIC ZIP CODES AND NEIGHBORHOODS

Leading a new HyperLocal trend, HelloMetro.com Adds New Features to its City Guide Websites to Allow Users to Identify and Access Detailed Information About Restaurants, Yellow Pages, White Pages and Attractions in Targeted Zip Codes and Neighborhoods

Jeffersonville, IN – With over 1,500 local city guides and over 2.2 million monthly website visitors, HelloMetro has revamped its websites to add the latest in HyperLocal technology, which allows users to identify restaurants, hotels, businesses and attractions in targeted zip codes and neighborhoods in all major cities throughout the U.S. HelloMetro’s HyperLocal searches are powered by Maponics, a custom-mapping and GIS data company that is used by the U.S. Postal service for regularly-updated postal maps and reports.

As the largest global network of individual city search websites, HelloMetro’s new HyperLocal search allows users the ability to get connected to information about a specific neighborhood or zip code - right down to a map, reviews and contact information for their neighborhood corner bar. The HyperLocal feature can also be used to find eBay® items that are for sale within a specific neighborhood.

HelloMetro’s HyperLocal search also offers site visitors local event calendars for all major cities with a combination of user-submitted and HelloMetro-generated dates and events. The HyperLocal search also allows the user to navigate, within seconds, through more than 15,000,000 U.S. business listings or 200,000,000 White Page listings. The user can literally pinpoint a specific restaurant, bar, coffee house or theater by entering the zip code or selecting a neighborhood.

“We have developed a niche that is increasingly becoming more and more valuable to people wanting to dig deeper than the city-level,” said Clark Scott, President and CEO of HelloMetro.com. “We are finding that online audiences don’t want a big, complicated site when they’re looking for information about a city. They want specific information about their neighborhood.”

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To provide the most accurate and local information to its users, HelloMetro is using the services of Maponics, a company specializing in custom mapping options. Steve Zuckerman, Director of Mapping and Data Operations for Maponics, speaks of the sophisticated mapping system, “Our data is constantly updated, with enhancements and new cities and neighborhoods released every quarter. We are one of the most trusted companies in this industry, handling the mapping and data needs of 20% of Fortune 500 companies.”

The company currently operates 1,500 locally-oriented city information web sites worldwide, such as HelloSeattle.com, HelloBoston.com, HelloSanFrancisco.com, HelloLosAngeles.com, HelloChicago.com, HelloLouisville.com, HelloMiami.com, and HelloDenver.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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