



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

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## **HELLOMETRO LAUNCHES WORLD'S LARGEST NETWORK OF .MOBI SITES WITH GODADDY.COM'S HELP**

*More than 600 HelloMetro sites provide mobile phone users with valuable local search information*

**Jeffersonville, IN** (Thursday, May 3, 2007) – HelloMetro has launched the world's largest network of .mobi sites with more than 600 of its city-based, local search websites now available globally on practically all mobile phones. These specially designed sites are 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.

All of HelloMetro.mobi web sites are registered through the world's leading domain name registrar, GoDaddy.com®. "We're pleased to play a key role in bringing these sites and other practical local information to people around the world in an easy way, through their mobile phones," said Go Daddy President and Chief Operating Officer Warren Adelman.

HelloNewYork.mobi, HelloSeattle.mobi, HelloAtlanta.mobi and HelloToyko.mobi are among the more than 600 HelloMetro.mobi sites, which each provide mobile phone users with the valuable local information they need. Local users and travelers can easily and quickly access personal and business phone directories, local news and sports results, restaurants, weather and attractions information for their city from their mobile phone. HelloMetro also has plans to make available to mobile phone users the more than 30,000 local art images and 10,000 local songs that bands have uploaded to the sites. Images will be able to be downloaded to mobile phones as background screens and music may be downloaded and added to a phone's ringtone options.

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“We want to be a constant resource to our users, regardless of where they are and what technology they’re using. Now users can access our more than 600 local search sites from their mobile phone, giving them more flexibility and convenience, along with fewer headaches from trying to access sites that aren’t compatible with a mobile device,” said Clark Scott, President and CEO of HelloMetro.

Neil Edwards, CEO of dotMobi, said, "The .mobi internet address allows businesses of all sizes to have a strong mobile internet presence. The HelloMetro network of .mobi sites is sure to be an ideal mobile application for both locals and visitors by giving them the local information they need, whenever they need it."

The use of mobile phones to access the internet is on the rise, with an estimated four mobile phones purchased for every personal computer, and more digital mobile phones in use than TVs and PCs combined. In fact, according to the latest study by Arbitron and Edison Media Research, *The Infinite Dial 2007: Radio's Digital Platforms*, consumers ranked mobile phones as being the audio platform/device that has the biggest impact on their lives. The .mobi address – the first and only domain designed for users to easily access the internet through their mobile phones – ensures that sites are compatible with mobile phones.

HelloMetro is a collection of more than 600 city-based, locally focused websites that share more than 2.2 million unique visitors a month. HelloMetro offers each city’s residents and visitors a local platform to learn about what’s new, attractions, restaurants, special events, movie show times, lottery results, real estate, jobs, phone directories – all specific to their own city and interests. Unlike cluttered city portals that blast online audiences with generic information with little local relevance, HelloMetro uniquely dedicates each city site to the flavor of the individual location. The company currently operates more than 600 locally oriented city information websites worldwide including [www.HelloSeattle.com](http://www.HelloSeattle.com), [www.HelloMiami.com](http://www.HelloMiami.com), [www.HelloLouisville.com](http://www.HelloLouisville.com), [www.HelloTokyo.com](http://www.HelloTokyo.com) and [www.HelloParis.com](http://www.HelloParis.com).

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A listing of all HelloMetro 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) , [www.HelloBoston.com](http://www.HelloBoston.com) , [www.HelloSanDiego.com](http://www.HelloSanDiego.com) , [www.HelloDenver.com](http://www.HelloDenver.com) ).

### **About dotMobi**

dotMobi (the informal name of mTLD Top Level Domain, Ltd.), a consortium based in Dublin, Ireland with offices in Washington, DC and Beijing, is leading the growth of Internet use from mobile phones with the .mobi domain name. Unique among domain name providers, dotMobi ensures that services and sites developed around .mobi are optimized for use by mobile devices. On-the-go consumers can have confidence that an Internet site or service will work on their mobile phones when using a .mobi address.

dotMobi is backed by leading mobile operators, network & device manufacturers, and internet content providers, including Ericsson, GSM Association, Hutchison (3), Microsoft, Nokia, Orascom Telecom, Samsung Electronics, Syniverse, T-Mobile, Telefonica Moviles, TIM, Visa and Vodafone. dotMobi is also a sponsor of W3C's Mobile Web Initiative.

### **About HelloMetro**

As we have said for 5 years now, the future of the Internet is “Local.” HelloMetro 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 uniquely dedicates each city site to the flavor of the individual location. The company currently operates 600 locally-oriented city information websites worldwide (i.e., [www.HelloPhoenix.com](http://www.HelloPhoenix.com) , [www.HelloMiami.com](http://www.HelloMiami.com), [www.HelloBaltimore.com](http://www.HelloBaltimore.com) , [www.HelloChicago.com](http://www.HelloChicago.com) , [www.HelloSanFrancisco.com](http://www.HelloSanFrancisco.com), [www.HelloMunich.com](http://www.HelloMunich.com) , [www.HelloRome.com](http://www.HelloRome.com) HelloMetro 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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