



HelloMetro
Get Connected, Get HyperLocal

FOR IMMEDIATE RELEASE:
Wednesday, April 9, 2008

FOR MORE INFORMATION:
Clark Scott
Tel: (502) 387-5524
clark@hellometro.com

National Internet Players Use HelloMetro's 1,500 City-Based Websites to Obtain HyperLocal Internet Exposure

HelloMetro Enters Into Exclusive Sponsorships and Partnerships with Major Brands Including Apartments.com, AutoMart.com and Movers.com to Drive Online Traffic via New HyperLocal Features and Extensive White Pages and Yellow Pages Listings

Jeffersonville, IN – As a leading online source for HyperLocal information, HelloMetro has partnered with several major national brands targeting consumers at the most intimate levels on the internet. “Think Global-Act HyperLocal” is the latest call to action for advertisers striving to reach a targeted base of customers in a specific geographic region.

Through its 1,500 local city search websites, HelloMetro city guides, including its White Pages and Yellow Pages listings, provide the most extensive source of HyperLocal information – right down to ratings and reviews of user's favorite retail shops and local restaurants.

Other exclusive HelloMetro partnerships include:

RVTrader.com and BoatTrader.com

Both links can be found in the Classifieds section on all HelloMetro homepages for each individual city. The link re-directs the user to the official website for RV and Boat Trader, making it easy to access local boats and RV's for sale. (Partner since May, 2007)

EmploymentGuide.com®

Listed under the Classifieds section on all HelloMetro homepages for each individual city, EmploymentGuide.com is the exclusive provider of the “Jobs” channel (via iFrame) in the “Classifieds” category. In addition, EmploymentGuide.com also runs a banner ad on all HelloMetro homepages linking directly to EmploymentGuide.com. EmploymentGuide.com is the leading job board focused on hourly and skilled full-time and part-time jobs. (Partner since 2006)

AutoMart.com

The company provides classified auto listings from local dealerships on all HelloMetro homepages for each individual city where users can search for new and previously-owned car listings. (Partner since January, 2007)

Apartments.com

Listed under the Classifieds section on all HelloMetro homepages for each individual city, this link powers the “Apartments” channel in the “Real Estate” category. Apartments.com also runs a banner ad on HelloMetro’s homepages that powers the same local “Apartments” channel. (Partner since April 2007)

RentalHomesPlus.com

Also listed under the Classifieds section on all HelloMetro homepages for each individual city, this link powers the “Rental Homes” section under the “Real Estate” tab. RentalHomesPlus.com also runs a banner ad on HelloMetro’s homepages that powers the same local “Rental Homes” channel. (Partner since April 2007)

Homescape.com

This link in the “Real Estate” section, found under the “Find a Home” tab, redirects users to Homescape’s nationwide network of 140+ local online newspaper real estate channels, giving home buyers across America easy access to Homescape’s comprehensive property listings and rich content. (Partner as of April 2008)

Movers.com

The company exclusively powers the “Moving Centers” across the HelloMetro network via a customized co-branded and re-direct partnership. The link is located on the lower left side of all HelloMetro city homepages, and re-directs to the Movers.com website, where users have the opportunity to choose from many different moving service providers available in their own city. (Partner since October, 2007)

Partners Use HelloMetro to Extend Their Brand Awareness to the Local Level

Partners using the HelloMetro network become an extension of the city search websites brand, integrating seamlessly into the site. Apartments.com and RentalHomesPlus.com, owned by Classified Ventures, LLC, a strategic joint venture focused on online classified advertising, have partnered with HelloMetro since April 2007. Beginning this month, HelloMetro will also partner with Homescape, a sister company of Apartments.com and one of Classified Ventures’ leading real estate businesses.

Dominion Enterprises, a partner since June 2006, uses HelloMetro for HyperLocal distribution of its services and products on all HelloMetro city websites. EmploymentGuide.com, RV Trader and Boat Trader are three of the Dominion Enterprises’ extensions that are advertised on HelloMetro’s network of city search sites.

“With 1,500 sites, each focused on providing the best in local content and resources, it is vital that we bring in partners who share our vision of offering localized service in each market that we serve,” said Clark Scott, President and CEO of HelloMetro.com. “All of our partners are each

well known and respected in their own industries, and having them power portions of HelloMetro strengthens our service.”

The HelloMetro network currently operates 1,500 local city search web sites worldwide, including www.HelloSeattle.com, www.HelloBoston.com, www.HelloSanFrancisco.com, www.HelloLosAngeles.com, www.HelloChicago.com, www.HelloLouisville.com, www.HelloMiami.com, and www.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.

###