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FOR MORE INFORMATION:

Clark Scott

Tel: (502) 387-5524

clark@hellometro.com

HelloMetro Launches HelloLocal.com Local Internet Search as the Latest Evolution of Newly Approved Registration of Hyperlocal™

HelloLocal.com is a Partner Site to Leading Local City Search Company, HelloMetro

HelloMetro Also Announces it's Approval of HyperLocal for Registration by the U.S. Patent and Trademark Office.

Louisville, KY - Jeffersonville, IN – HelloLocal.com recently launched as the most up-to-date Hyperlocal™ search engine, making online city search more user-friendly with intuitive search capabilities.

HelloLocal.com combines 8 years of local content generation, 1,500 City Guides, 10 local feeds with 4 million events, 1 million restaurants, 20,000 movies theaters and showing listings, and detailed school data on most private and public schools. This data is archived in a searchable drill-down database for each city, zip code and neighborhood, easily accessible to internet users on HelloLocal.com in a local search format.

HelloLocal.com recognizes a visitor's geographical location anywhere within the United States and provides instant online information on events, restaurants, and maps as well as a local search engine that accesses city-specific listings. HelloLocal.com utilizes a web visitor's IP address to identify the city from which they are accessing the web and is thus able to customize the city's specific information.

HelloLocal.com is the latest online city search offering from the HelloMetro global network of more than 1,500 individual city websites. HelloMetro.com and HelloLocal.com provide the most comprehensive HyperLocal™ information on the Internet. HelloMetro's network of websites currently receive over 3.2 million unique monthly visitors and continue to grow at a rate of 20% month over month.

HelloMetro's HyperLocal™ search features allow users to "zoom in" to specific neighborhoods and ZIP codes, identifying individual restaurants, businesses, attractions and popular locales often searched online. HyperLocal™ features also include event calendars for all major cities, up-to-date lottery results, movie theatre showtimes and current weather conditions.

HelloMetro receives approval of HyperLocal for registration by the U.S. Patent and Trademark Office.

In addition to launching HelloLocal.com, HelloMetro recently announced its approval of registration for the term “Hyperlocal™.” In doing so, HelloMetro is able to claim ownership of the word in the internet advertising category and further establish the definition through the ever-increasing functionality and offerings of its own city search websites.

HelloMetro.com websites are accessed by using the formula Hello+City.com. (i.e., www.HelloChicago.com, www.HelloSanFrancisco.com , www.HelloSeattle.com www.HelloDenver.com www.HelloLouisville.com) www.HelloLocal.com users simply enter HelloLocal.com to access city-specific information.

About HelloMetro

As we have said since 1999, the future of the Internet is “Local.” The HelloMetro global network of city search websites 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 and HelloLocal.com are uniquely dedicate 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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