



## MEDIA RELEASE

For Immediate Release  
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### TRUELOCAL SET TO SHAKE UP THE ONLINE DIRECTORY MARKET

The \$2billion Australian directory market is set for a major shake up with the CEO of online search directory truelocal.com.au, John Allan, today announcing a relaunch of the News Ltd owned website.

The move, which involves a complete overhaul of the site, will see TrueLocal take on current market leader Yellow with the aim of winning a significant portion of the small business market.

Rather than delivering search results as a simple business name, phone number and street address, TrueLocal will provide browsers with complete business profiles including photos, videos, maps, detailed descriptions of the products and services on offer as well as independent customer reviews. Small businesses owners create the content themselves and over 25,000 customer reviews give browsers a unique guide to selecting the best local businesses to suit their needs.

Over the coming months TrueLocal will launch more interactive tools and functionality that will further enhance the search experience.

Mr Allan said "TrueLocal has experienced significant growth since its launch two years ago. This relaunch has come about following a period of focus and significant investment in product innovation and, we believe, will change the face of small-medium enterprise (SME) directory marketing in Australia.

"The improved TrueLocal site creates a new advertising vehicle for local business - a market segment that has been greatly under served. With a reliable and accurate local search capability, our long term goal is for Truelocal to become the leading online directory business.

"The new-look website provides small business owners a unique way to market their services to potential customers with a level of detail not possible previously. We like to think of TrueLocal a little like 'MySpace meets business' – the best of social interactivity and consumer opinion matched with depth of business information."

The new-look website goes live today.

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