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**TRUELOCAL.COM.AU IN PARTNERSHIP WITH THE GEELONG
ADVERTISER LAUNCHES BALLARAT INFO**

A dedicated directory of Ballarat businesses

News Digital Media's online business directory truelocal.com.au, in partnership with the Geelong Advertiser, today announced the launch of BallaratINFO, the most up-to-date business, service and street directory in the local area.

From September 2008, homes and businesses in the Ballarat, Hepburn and Golden Plains shires will receive the free annual directory, hand delivered to their door.

"We are very proud to be involved in the launch of BallaratINFO. Following the success of GeelongINFO, part of the Geelong Advertiser Group it seemed a natural step to create a similar model in Ballarat," John Allan, TrueLocal's chief executive officer said.

"At TrueLocal, we are committed to connecting Australian businesses to their local communities. With BallaratINFO, we will be giving the Ballarat community a convenient way to find everything they need in their local area."

To assist in garnering listings and advertising opportunities for the directory, BallaratINFO has set-up a local sales office in Ballarat, recruited a dedicated sales team and has begun a print and radio campaign in the Ballarat area to generate interest from local businesses.

Commercial Business Manager, Christine Bell who has been instrumental in the development of BallaratINFO and who leads the project has already developed relationships with Ballarat Council and key community leaders.

"Feedback from Geelong residents and local business saw an appreciation for a dedicated local business directory for regional towns. We hope to bring the same sense of appreciation to the residents of Ballarat."

Listings advertised in Ballarat Info will also be advertised on truelocal.com.au as well as the '3' mobile and Virgin Vibe mobile services.

All listing enquiries to Ballarat Info should be directed to:
contactus@localinfopages.com.au

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For more information contact:

Vida Redoblado – for truelocal.com.au

Ph: 02 8114 7325

Mob: 0401 435 309

E: vida.redoblado@newsdigitalmedia.com.au

About TrueLocal

TrueLocal is part of the News Digital Media network and is considered one of Australia's fastest growing online business directories. The website was designed to help consumers make informative decisions on who to transact with based on reviews and ratings by likeminded people. The site currently has in excess of 20,000 consumer reviews.