



**Media Release**

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### **truelocal.com.au launches enhanced offering**

News Digital Media's local search directory, truelocal.com.au, today officially launched a new and enhanced site delivering users with easier navigation and predictive search functionality.

Following the announcement last month of truelocal.com.au providing local businesses listings for Google's local search offering, truelocal.com.au has now added Google maps to their site enabling consumers to locate businesses fast and easily with the assistance of maps through truelocal.com.au

Today's launch comes as the site continues to be Australia's fastest growing online business directory with its audience reporting a 44 per cent growth this financial year, while its directory has expanded to 1.3 million businesses in the past 12 months.\*

Chief executive officer for truelocal.com.au Gary Cox said, "The latest enhancements demonstrate truelocal.com.au's commitment to developing products that make it easier for people to search for information that is important to them."

"We pride ourselves in being able to provide national coverage with local knowledge. We will continue to refine, develop and extend our offering to provide users with the easiest and most accurate way of finding products and services across the country."

"The new-look site now boasts easier navigation and predictive search so users can find the service or business they are looking for in less time and with greater accuracy."

"The revamped site combined with the new map offering through Google puts the consumer in greater control with the ability to search and find a diverse range of products and services fast."

"We are dedicated to investing in the functionality of truelocal.com.au and this is just another step in the progression of offering the best search experience possible," Mr Cox said.

To celebrate the launch of the refreshed site, truelocal.com.au has launched a new consumer promotion, giving users the chance to win an environmentally friendly Toyota Prius which can be run by both petrol and electricity.

To see the enhanced site or enter the competition please visit: [www.truelocal.com.au](http://www.truelocal.com.au)

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#### **About truelocal.com.au**

truelocal.com.au, a division of News Digital Media, is an online local business directory with 1.3 million listings. truelocal.com.au connects consumers with local businesses and prides itself on providing national coverage with local knowledge. truelocal.com.au delivers local results by relevance rather than paid listings, in just one click. The site has experienced phenomenal growth, increasing unique browsers by more than 235%\*\* since launch in February, 2006.

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\*Source: Nielsen Net Ratings, Market Intelligence Local Search - Domestic Traffic Category July 2006 to February 2007 and internal figures.

\*\* Source: Nielsen Net Ratings, Site Census February 2006 to February 2007.