



Media Release

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truelocal.com.au signs-on to keep Australia beautiful

News Digital Media's online business directory, truelocal.com.au, today officially announced its principal sponsorship of Keep Australia Beautiful's, Australian Tidy Towns *sustainable communities* Awards in 2008.

truelocal.com.au connects consumers with local businesses and prides itself on providing national coverage with local knowledge.

Through awards programs such as Australian Tidy Towns, the Keep Australia Beautiful Network has been encouraging people across the country to care for their environment for over 30 years.

"Our partnership with Keep Australia Beautiful as principal sponsors of the Australian Tidy Towns program reinforces our commitment to local communities," truelocal.com.au chief executive officer, Gary Cox said.

"The Tidy Towns initiative is a great way to assist communities in looking after their own environments and to recognise people who are making an effort to reduce environmental damage."

"Having been involved with the awards as a category sponsor this year, we witnessed what a well executed and worthwhile campaign it is, so we are proud to further our involvement as principal sponsors in 2008."

Keep Australia Beautiful's, National Executive Officer, Scott Lyall said: "Tidy Towns is about local communities working together and that is what truelocal.com.au delivers as well. Our new principal sponsor will help us fund the program that involves over 1,000 communities and 90,000 volunteers each year."

"It is great to know that they are as passionate as we are about grass roots activities that add up to a substantial national program. The Australian Tidy Towns *sustainable communities* Awards are about more than just civic pride, they are about environmental sustainability."

“Well done to Swansea in Tasmania which has just been announced as the Australian winner for 2007 and with help from truelocal.com.au the search is now on for our 2008 winner.”

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.

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

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