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TRUELOCAL CONNECTS WITH FACEBOOK

Launches Facebook Connect application

The chief executive officer of TrueLocal, John Allan, today announced the launch of the site's Facebook Connect application, which integrates social networking functionality throughout truelocal.com.au.

Facebook users can now log in to TrueLocal using their Facebook login details, and any business ratings and reviews they post will also be instantly posted on their Facebook wall and newsfeeds, automatically sharing their experiences with their friends.

In addition, users registering with the TrueLocal site for the first time will have the option of signing up with their Facebook login details, saving them the need to remember another login and password.

As part of the launch, truelocal.com.au has also undergone a redesign to make the site more compatible with its social networking capabilities.

Mr. Allan said that the launch of TrueLocal's Facebook Connect application was a natural progression for the brand.

"Social media sites like Facebook and Twitter are fast becoming cost-effective ways for small businesses to market themselves to their customers. In addition, word-of-mouth marketing between customers is also a key marketing strategy for small businesses.

"TrueLocal connects businesses with their customers and because of this, it was vital to introduce an avenue for customers to more easily discuss businesses; and businesses to more easily communicate to their user base.

"For businesses registered with TrueLocal, they will now enjoy extended exposure of their brand and consumer ratings and reviews through Facebook's enormous reach."

The launch of Facebook Connect's TrueLocal application coincides with TrueLocal's current 'Find, Connect, Share' advertising campaign, representing the 'Connect' element. Radio and print advertisements are running to promote the initiative.

Facebook Connect is an easy way to integrate websites with the 300 millions users on Facebook. It enables people to sign on to other websites using their Facebook log in details taking away the frustration of forgotten passwords. The application also enables users to share comments seamlessly on an organisation's site and with friends on Facebook – so no duplication is required.

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About TrueLocal:

Truelocal.com.au connects consumers with local businesses throughout Australia, and then allows them to share these experiences online with others. As a leading Australian online business directory, TrueLocal offers:

- Free Business Listings on Yahoo!7 Local Search, Navman, Optus, Vodafone, 3, Virgin Mobile, Virgin Broadband and across the News Digital Media network.
- Free listing tool for local Australian businesses. Businesses are able to create their own local website with the option to add photos, logo's, coupons and videos
- Focuses on finding relevant local businesses so customers can always find exactly what they're looking for.