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## **TRUELOCAL.COM.AU LAUNCHES E-LEARNING CENTRE FOR SMALL BUSINESSES**

*Powered by Learning Seat*

The chief executive officer of truelocal.com.au, John Allan, today announced the launch of its e-Learning centre for small businesses, powered by online training and compliance company Learning Seat.

Truelocal's e-Learning centre gives businesses advertising on TrueLocal access to over 400 of Learning Seat's online staff learning and development courses. These include:

- Management and Business
- Self Development
- Project Management
- IT & Computing applications
- Bullying Prevention
- Equal Employment Opportunity
- Sexual Harassment Prevention
- Health and Safety in the Workplace
- Microsoft Excel
- Leadership and Management

For Truelocal's advertisers, Learning Seat is offering these courses at discounted prices, starting from as little as \$20 and payable through a quick and safe credit card system.

Mr Allan said that providing small businesses with easy access to training and management courses was essential.

"We always look for ways to provide our valued advertisers with the tools to help them manage, market and grow their business.

"The training and development of staff is key to any organisation, big or small. For small businesses who may not be able to accommodate some of requirements of offline training, our new e-Learning centre provides a 24/7, cost-effective, convenient training solution.

"The great thing about online training is its 'own pace, own time, own place' approach, making it easy for our advertisers to implement a training program for their staff."

Michael Solomon, chief executive officer of Learning Seat said "Traditional face to face training for the small to medium enterprise market is cost and time prohibitive. Through our partnership with TrueLocal.com.au, their advertisers are now able to access our suite of courses relevant to small businesses at one third of the price."

Mr. Allan concluded: "Learning Seat is a fantastic online training company boasting high calibre clients. I am confident our advertisers will enjoy great benefits from our e-Learning centre."

Learning Seat is the leading Australian supplier of online learning centres for corporate and government entities, with strategic relationships with the major industry peak bodies. Its suite of clients includes the Australian Football League, Nike, the Real Estate Institute of Australia, and the Australian Retailers Association. All of Learning Seat's compliance courses are developed by leading legal firm Clayton Utz.

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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, logos, coupons and videos
- Focuses on finding relevant local businesses so customers can always find exactly what they're looking for.

**About Learning Seat**

Learning Seat is the leading Australian supplier of online learning centres for corporate and government entities, with strategic relationships with the major industry peak bodies. Learning Seat has a suite of over 400 online training modules prepared for local requirements, and currently supports over 220,000 users across Australia and internationally, growing at around 7,000 new users per month. Learning Seat helps organisations of all sizes to properly deliver, manage and control the training and information that must be directed to all staff and contractors, from their first contact with the organisation to the last. Learning Seat was established in 2000 and acquired by News Limited in August 2006.