

Media Release
For Immediate Use
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You don't have to be a scout to earn your badges.

Rate and review website TrueLocal.com.au launched new badges today to reward people who review local businesses.

TrueLocal.com.au editor Myles Wearing says, "The badges appear on your avatar next to your reviews. When you see a business review from someone with a badge you can be confident the view is coming from a credible source."

The badges are:

- Local Star – Write 20 reviews on any business and you can become a local star giving you access to all kinds of fantastic offers and discounts.
- Barfly – Sink 10 reviews about bars, nightclubs and pubs to earn your Barfly badge.
- Houseproud – Build 10 reviews about tradies and earn your Houseproud badge.
- Café Crowd – Write 10 reviews about cafes and join the Café Crowd
- Foodie - Cook up 20 restaurant reviews and you're a Foodie!
- Pet Lover – Write five reviews about vets, groomers, dog walkers, pet shops or pet boarding to become a Pet Lover
- Hot Bod - Share 10 reviews on gyms and personal trainers, hairdressers, beauticians or spas to earn your Hot Bod.

Myles continues, "TrueLocal.com.au is dedicated to helping businesses and customers connect. The badges are another step we're taking to ensure people find the local business that's right for them. TrueLocal.com.au reviews are from everyday people so you can trust their advice."

Badges are a fantastic way to share your local knowledge. They're easy to earn and help your favourite businesses get more customers while helping customers find some great businesses.

Once you've been awarded a badge it's prominently displayed on your profile page and on your relevant reviews. So everyone will know you're an expert.

Visit TrueLocal.com.au to create your free account and start reviewing your favourite locals.

- ENDS -

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Note to Editors:

- TrueLocal.com.au is an online business directory where consumers can easily find the businesses they need, connect with the business they want based on other peoples ratings and reviews, and then share their own experience online with their friends on Facebook at TrueLocal.com.au
- More than 8.6 million searches are made on TrueLocal.com.au each month.
- Business listings on TrueLocal.com.au are provided to Google Maps, Yahoo!7 Local, Optus, Vodafone, 3, Virgin Mobile, Virgin Broadband, Navman and over 125 websites across the News Digital Media Network.
- TrueLocal.com.au is part of News Digital Media, the digital division of News Limited; one of Australia's largest and most innovative online networks.