

Media Release
28 May 2010

Melbourne residents are the biggest online searchers for businesses
Look for a TrueLocal

According to the latest data from online business directory, TrueLocal.com.au, Melbourne residents search online for businesses more than any other city in Australia with bars and pubs being the top entertainment search. That's why Melbourne bars and pubs should be where their customers are looking.

"With more than 8.6 million searches a month, this is a great opportunity for entertainment venues to get online."

"Far too often our team come across business owners who recognise the importance of being online but don't necessarily have the budget to support a website," says TrueLocal Chief Executive Officer, John Allan.

"We're bringing local businesses and locals together in one place and giving customers the chance to tell businesses what they think. This makes the local bar or pub reviewed on TrueLocal the best around."

A team of TrueLocal Digital Media Executives will be in Melbourne until 31 July to help local businesses take that leap into getting noticed online.

To book your meeting with a TrueLocal Digital Media Executive, call 1300 133 774.

- ENDS -

To interview TrueLocal, Chief Executive Officer John Allan, please contact:

Belinda Humphries

Public Relations Executive - TrueLocal.com.au

P. 02 8114 7839 | M. 0421 346 834 | E. HumphriesB@news.com.au

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.