



GetFave.com Taps Localeze to Sustain Momentum in User Growth

Fastest Growing Engine in Local Search Market Turns to Localeze for Enhanced Business Listings and Content Management

VIENNA, Va. Dec. 1, 2008 - Localeze, the largest online content manager serving local search engines, businesses and ready-to-buy consumers, announced today that it is partnering with GetFave.com, the fastest growing engine in the local search market to sustain the site's momentum. Localeze is populating GetFave.com with nearly 15 million enhanced business listings and manages those listings through a robust relational database containing premium Localeze business listing content, including Gold Sourced content, verified by local businesses themselves.

GetFave.com, which was launched nationally in March of 2008, is a local search engine that has been designed to work in harmony with Google and other major search engines to provide businesses with the greatest visibility possible at the most reasonable cost. By registering with www.GetFave.com, businesses can claim, manage, enhance and update their online listing information in real-time and participate in a unique interactive business community. GetFave.com allows registrants to augment their business listings with entertaining and informative videos, banners, coupons and other information that highlights the unique nature of each business.

“Since its launch, GetFave.com has appealed widely to both consumers and the small to medium-sized business community, and has already reached the 1.5 million unique user mark with traffic growing at a rate of approximately 30 percent per month,” said Jeff Seymour, Co-Founder of Fave Media Inc. “We attribute our success to the quality and relevancy of data we offer and will leverage our relationship with Localeze to retain the loyalty of our current users, attract new traffic and encourage businesses to join our rapidly expanding network. We understand how important it is for local businesses to maintain and protect their online identity.”

Localeze's comprehensive listing profiles on local businesses are organized and tagged exclusively for use in local search engines through proprietary intelligent category classification and keyword matching logic. In addition to GetFave.com, Localeze distributes its enhanced database of up to 15 million local business listings to a network of more than 100 local search engine publishers.

"Localeze is always pleased to partner with new and innovative local search platforms like GetFave.com," said Brian Wool, vice president of content distribution at Localeze. "By providing rich and descriptive business listing content, Localeze is enabling local businesses to be found and GetFave.com to extend its advertising business."

About Localeze

Localeze is the largest online content manager serving businesses, local search engine publishers and ready-to-buy consumers. At the center of the local search engine ecosystem, businesses rely on Localeze to collect, enhance, optimize and distribute rich business information online, while local search engines depend on Localeze to deliver the broadest, richest, most accurate content to their users. With a management team of local search innovators, the largest business-verified listing database and the broadest network of local search engine partners in the industry, Localeze is the trusted source for local search engine content management. Localeze is a privately held company headquartered in Vienna, Virginia. For more information visit www.localeze.com.

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