



Localeze Defines New Market in Local Search – Online Content Management – Closing Gap Between Businesses, Local Search Engines and Consumers

Largest Network of Local Search Engine Partners and Over 200 National Brands Make Localeze the Go-to Source for Premium Local Search Business Content

VIENNA, Va. (July 9, 2008) – To close the gap between local search engines, businesses and ready-to-buy consumers, Localeze is redefining the foundation of local search and creating a new market - online content management. Accurate and enriched local business content coupled with broad, local search engine distribution is critical to solidifying the still-fragmented local search engine market and bringing meaningful local business results to consumers.

Localeze provides the deepest, richest and most accurate multi-sourced local business content, including content verified and enhanced by businesses themselves. This premium business content is distributed by Localeze to the largest network of local search engine partners in the U.S. (85 + sites), which captures 90 percent of U.S. consumer searches for products and services.

As Localeze's core capabilities increase the likelihood of local businesses being found by consumers looking for specific products or services online, over 200 national brands rely on Localeze to enhance, optimize, manage and distribute their business content online. This year alone, the company saw a 95 percent increase in national brands signed.

“Since working with Localeze and its online content management system, Storage West Self Storage has greatly accelerated and enhanced its holistic local search engine optimization marketing strategy,” said Don Willis, director of marketing for Storage West Self Storage. “Delivering consistent and accurate messaging on all of our facilities across multiple search engine properties is key to the management of our brand.

Customer retention is buoyed and new online and offline leads are generated for Storage West Self Storage through the Localeze content enhancement and distribution process.”

In order to insure that local businesses maximize their reach to ready-to-buy consumers searching online, Localeze has built the largest local search engine distribution network in the U.S. Localeze structures and organizes content specifically for local search engine ranking and presentation by applying proprietary classification and content matching systems. These applications anticipate virtually any consumer local search term and link that critical information to individual listings to maximize the likelihood of local businesses being found.

“Consumers are performing nearly two billion local searches each month and it’s imperative that the foundation – online content – is trusted and complete,” said Jeff Beard, president of Localeze. “With a dedicated team of local search engine experts and keen focus on content, quality and broad, robust online distribution, Localeze is gaining the trust of national brands, local businesses and local search engine publishers at unprecedented speeds – ultimately changing the face of the local search engine marketplace.”

Through Localeze, local businesses are able to enrich their basic content with critical information such as brands carried, specialties, hours of operation, languages spoken and payment methods and much more.

"Localeze is evolving from 'data provider' into a company playing a much more important role in the ecosystem," said Greg Sterling of Sterling Market Intelligence and Local Mobile Search. "Localeze is helping brands and local businesses deepen and manage their content across a highly fragmented range of local and vertical destinations."

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 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 U.S., 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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