



## **Localeze Client Takes the Prize at First Annual SES Awards**

### ***YellowBot Recognized for Excellence in Local Search at Leading Industry Conference***

**VIENNA, Va. (August 21, 2008)** – Localeze, the largest online content manager serving local search engine publishers, businesses and ready-to-buy consumers announced today that its client, [YellowBot](#) was a winner at the First Annual Search Engine Strategies (SES) Awards. [YellowBot](#) was recognized as the most “Innovative New Search Engine” at the SES conference and expo held in San Jose, Calif. this week. Another Localeze, client, Storage West Self Storage was named a finalist in the “Best Use of Local Search” category.

Finalists in all award categories were judged in the areas of Innovation in Methodology and Execution; Achieving Success Goals; Excellence in Tactical Execution and Overall Approach and Category Relevance. In lieu of a formal ceremony, awards in all categories were announced throughout the week at SES’s Orion and keynote panels.

“We are delighted that two of our clients were recognized at this year’s first annual SES awards as it speaks to the measurable value that both they and Localeze deliver across the local search engine ecosystem,” said Jeff Beard, president of Localeze. “Accurate and enriched local business content coupled with broad, local search engine distribution is proving more and more critical to solidifying the still-fragmented local search engine market and bringing meaningful local business results to consumers.”

Localeze distributes the largest, deepest, richest and most accurate multi-sourced local business content, including content verified and enhanced by businesses themselves to over 85 local search engine properties. Today, Localeze manages and distributes several hundred thousand business verified listings, representing a significant percent of the three million businesses residing in the top search categories.

## **Most Innovative New Search Engine - [YellowBot](#)**

Launched in 2007, [YellowBot](#) was designed to help people organize their lives in the real world using the tools of the Internet. Localeze, the most trusted source for online business listing content management, is responsible for 90 percent of YellowBot's content. Powered by Localeze's rich data, [YellowBot](#) was able to reach the one million-user mark just three months after its official launch. The site attracts users and drives retention by focusing on aggregating base local business data with tags, reviews, photos and other user-generated content to build complete profiles.

## **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](http://www.localeze.com).

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