



SHOPLOCAL.COM INCREASES LOCAL SHOPPING RESULTS WITH 16 MILLION BUSINESS RECORDS FROM LOCALEZE

Partnership Brings Rich Content on Local Stores and Services to Comparison Shoppers

Chicago and Vienna, Va., June 18, 2008 – ShopLocal, the leader in multi-channel shopping and advertising services, is expanding its extensive roster of online and offline shopping options at ShopLocal.com with the addition of the enhanced search database from local-search leader Localeze. The company will supply ShopLocal.com with 16 million business records that are organized and structured for use in local search. In addition to its huge database, Localeze includes deep, rich business content and intelligent search technology which helps consumers find businesses that offer the specific product or service the consumer is looking for.

ShopLocal's comparison shopping site provides consumers with access to an extremely rich menu of e-commerce and in-store retail offers through a single convenient interface. Working with [Localeze](#), [ShopLocal.com](#) will blend the shopping and directory experiences in comparing prices and finding local stores, all at one location. ShopLocal's business-to-business services are already used by approximately 90 percent of the top 50 U.S. retailers, including Target, CVS, Best Buy, JCPenney, Home Depot and Sears, to bring an interactive version of their sales and advertising online circulars to their own sites and across the Internet.

"Localeze's extensive, accurate Enhanced Database will allow ShopLocal.com to give consumers exactly the business information they need, whether it's in-store at a national retailer site or a local Mom-and-Pop shop," said Localeze president Jeff Beard.

"Partnering with Localeze allows ShopLocal.com to provide shoppers with richer information on local shopping opportunities and a depth of local stores and businesses where consumers can go and purchase items they search for online," said Bob Armour, chief marketing officer with ShopLocal. "Localeze's data offers ShopLocal.com another opportunity to deliver on our commitment to serving as the Web's leading source of local shopping information."

About ShopLocal

[ShopLocal](#), the leader in [multi-channel shopping](#) and advertising services, offers a complete suite of innovative solutions that connect advertisers and consumers – online and in-store. ShopLocal's industry-leading SmartProduct [business solutions](#) (SmartCircular, SmartMedia, SmartDelivery and SmartCatalog) enable more than one hundred of the nation's top retailers, including Target, Best Buy, Home Depot, CVS,

Albertsons and Sears, to deliver highly interactive, targeted and localized promotions to shoppers via the Internet, mobile phones and any other digital environment.

The Company's consumer shopping site, ShopLocal.com, is the Web's leading multi-channel [comparison shopping](#) site, providing consumers with choice and control in their shopping experience by presenting millions of timely online and in-store offers on one easy to use site. ShopLocal.com powers multi-channel shopping for hundreds of major newspapers, online yellow pages and shopping sites, including Los Angeles Times, Arizona Republic, Miami Herald, Superpages.com, Switchboard and Local.com. ShopLocal is owned by Gannett Co., Inc. (NYSE: [GCI](#)), Tribune Company and The McClatchy Company (NYSE: [MNI](#)). For more information, visit <http://www.aboutshoplocal.com>.

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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