



AskTheLocal.com

PRESS RELEASE

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FOR IMMEDIATE RELEASE

UK's First Product Locator Launches on Mobile Phones

London, United Kingdom - November 1, 2007. AskTheLocal! announces the launch of DaLocal.com, the UK's first "product locator," which allows mobile phone users to locate products in nearby shops. For example, someone out shopping can enter a specific search query such as "iPod speakers", "red scarf", or "cuddle bath pal" into their mobile phone, along with their location, to have DaLocal.com return a list of matching products in nearby shops.

"It's painful trying to find specific products with business directories. They may be able to find shops selling computers, but they can't find shops selling 'Toshiba laptops'," said Paula Abrahamson, CEO of AskTheLocal!. "The breakthrough of product locators is that instead of just listing shops, they list all the products within each shop. So finding your Toshiba laptop is now straightforward!"

DaLocal.com initially looks similar to an online shopping service like Amazon or PriceRunner, in that it features prices, pictures, and descriptions of products, but instead of showing a product that can be bought online and delivered later, DaLocal.com will show a product that can immediately be bought in person from a shop across the street. To help the shopper obtain the product, DaLocal.com provides the addresses of the shops selling it, along with phone numbers and distance to each shop.

DaLocal.com is a free service available from any UK mobile phone, on any network, offering a mobile internet, or WAP, browser. It currently lets users search 19 million products, or 140,000 unique products in 6,500 shops across the UK, and is powered by AskTheLocal!'s local-shopping search-engine.

DaLocal.com charges retailers a monthly subscription to list their products with the service. Retailers benefit by attracting shoppers who have already made the decision to buy a specific product from their shop, having seen it on DaLocal.com's product locator. The retailers' products also become visible on AskTheLocal's own Web-based local-shopping search, and partnering sites such as Glasgow Guide, CompareBuyandsave, and MrBeeline.

About DaLocal.com

<http://askthelocal.com/misc/dalocal.html>

About AskTheLocal!

http://askthelocal.com/misc/about_us.html

Information about retailer subscriptions

<http://askthelocal.com/misc/retailers.html>

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