

Press release

DATE: July 23, 2008



27 million businesses and growing - Brownbook.net is the largest free online business directory in the World; with cutting edge features and a new way of thinking!

Firstly, Brownbook.net (www.brownbook.net) has gone international and is growing rapidly. In today's society people both require and demand information from all over the world. We no longer only interact within the parameters of where we live but instead use the power of the web to "go global". Brownbook.net thrives on the idea that people wish to engage with global communities and access information on a worldwide scale and has therefore developed a global business directory platform.

Brownbook.net launched in the UK in February 2008 and has since added base data for America, Canada and Australia. More countries are set to follow as Brownbook.net continues its international expansion.

Brownbook.net is based on Wiki principals; anyone in any country can edit, add or review any business anywhere. Brownbook.net harnesses the massive creative power of peer-production to put together the most comprehensive free online business directory to date. The directory works as you would expect, displaying all the contact details of businesses, but with the added bonus of word-of-mouth reviews and testimonials. Furthermore, a business listing can be enhanced by adding pictures, videos, rich text description, highlighting and priority search listings.

Brownbook.net encourages all types of business to add themselves; from sole traders, through multinationals, to the businesses that we don't normally associate with traditional business directories like Yellow Pages and Internet Yellow Pages (IYP). Such businesses include baby sitters, dog walkers, gardeners and the 'moonlighters' that provide services and products outside of their normal day jobs.

Brownbook.net has adopted a totally open ethos, incorporating technologies like OpenSearch and Micro Formats so that Brownbook.net data can be used everywhere by anyone.

www.brownbook.net

For more information about Brownbook.net please contact Sarah Warren on +44 (0)208 1235 466 or email sarah@brownbook.net alternatively see the Brownbook.net blog: <http://blog.brownbook.net>.

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