

Press release

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Brownbook.net, the directory that anyone can edit, has launched its mobile platform helping us all find local businesses of any size and have our say.

Brownbook.net, the free online directory that anyone can edit, has today launched

<http://m.brownbook.net> with

27 million businesses already listed. The key features of the mobile platform are that anyone can:

- instantly add or edit any business
- instantly write reviews
- invite others to review any business anywhere in the world
- save any of the 27 million records via v.card directly to their 'contacts' address book on their mobile device
- view maps of the business location

Brownbook.net enables businesses of any size to have a presence on the mobile web; from established businesses to very small businesses like dog walkers, gardeners, baby sitters and people 'moonlighting' outside of their day jobs. Brownbook.net already list over 27 million businesses, but any business can add itself for free if it's not already there; ensuring that they don't miss out on the rapidly rising number of mobile internet users. Anyone can take a look at brownbook mobile by visiting www.brownbook.net on their mobile phone. They'll be automatically directed to the mobile version of Brownbook.net (<http://m.brownbook.net>)

Businesses need to take advantage of the growth in mobile internet usage. "The change of pace in business is getting faster all the time. Just as businesses have got to grips with the Internet along comes something new! The situation is worse for small and local businesses who need to focus on running their business and not on becoming technology experts." Says Marc Lyne, COO of Brownbook.net.

Mobile internet growth and accessibility can be further attributed to the latest generation of mobile phones from well known brands like; Nokia, Samsung, Motorola and of course Apple with its breathtaking new 3G iPhone. More and more people are using their mobiles to access the internet whilst on the move and the attraction of instant information, music, videos, maps, and local business information is turning the 'mobile internet', into an opportunity that few businesses can ignore.

ENDS

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>.

Brownbook Limited, London Road, Sayers Common, West Sussex, BH6 9HS, United Kingdom.