



## Press release

October 23, 2008

United States, United Kingdom, Canada, Australia, Worldwide

### **BROWNBOK.NET REWARDS CUSTOMERS FOR BUSINESS LISTINGS & REVIEWS**

**www.brownbook.net is revolutionising online directories by rewarding people for their contributions with a lifetime share of revenue.**

Brownbook.net, the world's largest user-generated local business directory, today announces the launch of the 'User Earnings' programme. The programme enables users to benefit from their contributions to the website by earning a share of the revenue they are helping to generate.

Dave Ingram, CEO of Brownbook.net commented, "Like all the best websites, [www.brownbook.net](http://www.brownbook.net) is user created. It's all of us, the people, who have the local business knowledge that makes Brownbook.net what it is. As with other collaborative websites such as Facebook, Craigs List, YouTube and Wikipedia, we depend on 'user generated content' and we really wanted to find a way to reward the thousands of people that contribute to Brownbook.net every week."

Brownbook.net recognises the need to reward its co-creators, believing that in order to be successful and sustainable, everyone that contributes should be able to share in its success.

Every week, thousands of people contribute reviews and add or amend business listings on Brownbook.net. When a business pays to claim or promote its listing, the most recent person to have contributed to that listing earns a 20% commission. Rather than just a one-off payment, they also earn when the business adds further promotions, and when they renew each subsequent year.

Everyone gets to see exactly how much and on which transactions they are earning in their account page, making the programme totally transparent and easy to understand. People only need to register to participate, and when they make contributions they are eligible to earn if that business listing is subsequently claimed.

Of Brownbook's existing members, over 8,000 will immediately start to benefit from the programme. This will grow rapidly as thousands of businesses continue to be added by people every week and visitor numbers continue to increase by 20% week on week.

## **Reward example:**

### **Year 1**

Assuming you start by adding, updating and reviewing a total of 100 listings, and that 10 of those businesses subsequently claim their listing and purchase all the promotions, you will earn £20 (20% of the total revenue) in the first year.

### **Year 2, 3, 4 and 5**

Assuming you add, update and review a further 100 listings in each of the following 4 years, and that 1 in every 10 of those businesses claims, and all the businesses renew each year then you will have earned £300.

## **ENDS**

### **Learn more:**

<http://help.brownbook.net/an-overview-of-user-earnings/>

2 minute video of David Ingram CEO presenting user earnings: <http://brownbook.blip.tv/#1387222>

<http://www.brownbook.net>

<http://blog.brownbook.net>

<http://blog.brownbook.net/press>

**Press contact; Sarah Warren +44 (0)208 1235 466 sarah[AT]brownbook[DOT]net.**

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