



**Getlokal.ro – find what you seek, share what you think**

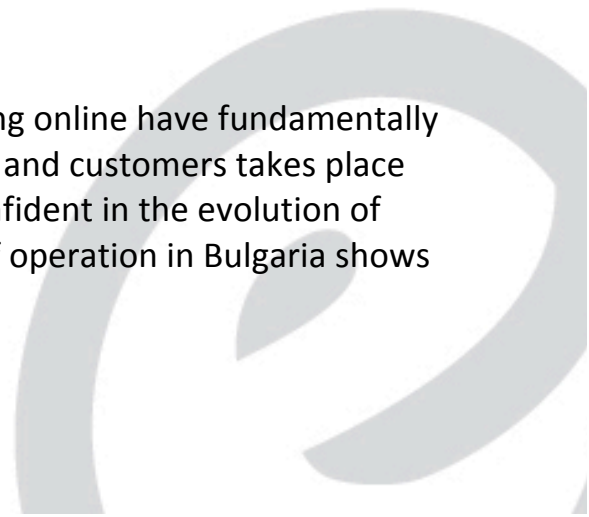
**BUCHAREST, November 1<sup>st</sup> 2011** - Looking for the best steak in town? The perfect coffee-house? The grooviest dancing place for a get together with your friends? Find what you seek and share what you think with [getlokal.ro](http://getlokal.ro)!

Today sees the launch of Romania's newest user generated content (UGC) site – [www.getlokal.ro](http://www.getlokal.ro) bringing together comments, reviews, photos and recommendations written by people and the related businesses and places! Focusing on the social, leisure, consumer products and lifestyle sectors, the site is for every person that knows the smartest going-out decisions are made on shared experiences, advices and recommendations.

Getlokal.ro will focus on services and places for leisure, social, going-out and the uniqueness lies in the fact that 90% of its content is generated by users as a source for authentic comments, reviews and pictures. With it, customers will be able to receive answers to questions such as: what is the best Italian restaurant in town or the best goulash in Old Town, the hottest party which takes place next weekend, the best place to play tennis and many other such information. They will be able to provide feedback on a visited venue, helping to promote or, conversely, to avoid it. The platform will contain reviews, articles, comments, photos and local votes received by each venue and will be available in the desktop version, mobile version and mobile application designed for mobile phones running Android OS and iOS – it acts as a real link between businesses and consumers.

"The aim of Getlokal.ro is to put together regular people like you and me with business owners from the going-out (and not only) industry by offering them an accurate database of locations, complimented by other users reviews and nice features that help you make a good decision quick. Good decisions are subjective of course but the first step is to know all your options and this is what we do – show you everything the way it is, good or bad." – Mihai Dragomirescu, Business Development Manager Getlokal.ro

"We at Getlokal believe that the new ways of socializing online have fundamentally changed the way communication between companies and customers takes place and we focus on the opinions of each person. I am confident in the evolution of Getlokal in Romania, and the figures after 9 months of operation in Bulgaria shows that it is a successful platform.





So far, Bulgaria has attracted over 40,000 Getlokal business sites and thousands of reviews were published by more than 2,000 active users. We are going to launch very soon Getlokal in other countries in the region." added Nick Saunders, CEO Getlokal.

Press-kit: <http://blog.getlokal.ro/press-kit>

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**Getlokal SRL** was formed in September 2011. It is a wholly owned subsidiary of New Europe Directories Sarl, Luxembourg, owned by the Southeast Europe Equity Fund II ("SEEF II"). SEEF II is a private equity fund organized by Bedminster Capital Management LLC to invest in privately negotiated transactions in Southeast Europe and Turkey.

**Mihai Dragomirescu** has more than 11 years experience in online communications, experience gained in job roles and projects such as: Oracle Senior Web Specialist, Business Development Manager at MediaPro Interactiv, started and managed the Internet Business Unit of Central European Media Enterprises (Public, NASDAQ:CETV) in Sofia, Online Manager at Intuitext / Softwin – where he managed a portfolio of education focussed communities that attract over 1M monthly unique visitors that generate more than 20M monthly page-views. Mihai is also known as the owner of UrbanKid.ro – positive parenting blog that won the 1st Prize for Publishing in Webstock Awards, in September 2011.

**Nick Saunders** is an Australian national, based in Sofia for the past five years where he runs getlokal.com but also the largest and most popular online classified directory goldenpages.bg. Nick has a passion for good food and fine wine and an avowed fan of new technology in particular mobile and location based services. Since launching getlokal.ro he spends a lot of his time in Romania.