



For Immediate Release

Press contact:

Colin Nagy

colin@socialight.com

Socialight Debuts Location-Aware Local Search in London

Users can find, share content relevant to their precise location

NEW YORK, NEW YORK and LONDON, UK, October 18, 2007. Socialight, a location-based community platform (socialight.com), today announced the launch of a local, mobile information service for London that allows users to find and share content relevant to their precise location.

To use the service, users simply text any word to the shortcode, 88811, to receive hyperlocal, custom-filtered content. The information is organized so users can text "pub" or something more esoteric like "pool table" or "goth" to receive precise results.

Socialight is currently free, accessible from any mobile-web-enabled handset, and completely location-aware for 90% of mobile users. The service calculates a user's approximate position using network-positioning services. No GPS handset or download is required.

"Location-based services haven't yet lived up to their true potential; they are either expensive, underwhelming or both." said Simon Davis, CEO of Socialight UK. "Our service is open and can deliver far more interesting and relevant local information to mobile users than is possible using vanilla directory or local search services."

A case in point: to deal with the problem of where to go in London after 11pm, local artists and musicians write the "Late London" channel. It details all the cool late-night venues, club nights, and little-known witching hour delights that London has to offer. Predictably, you text 'late' to 88811.

Socialight is adding restaurants soon and intends to expand the service across the UK and beyond. But nobody has to wait; anyone can publish their own content to Socialight and users worldwide can access the service through the Web or mobile browser.

This niche, relevant, local information is what makes Socialight unique. As co-founder Dan Melinger says, "The true beauty of our approach is if a person wants to share their own neighborhood secrets and finds with friends, they can. If a magazine wants to share local hotspots with its readers, it's also easily done through our open platform. We've made it simple for anyone to publish to the real world."