



BrightPages.com Launches Intelligent Local Search Platform

New York, NY, October 02, 2008 --(PR.com)-- National business yellow pages service launches improved local search platform to help small businesses achieve greater online visibility. In an effort to address the technological limitations of small to medium sized businesses, BrightPages.com has announced the release of their new local search platform built on the Google Web Toolkit (GWT); an open source software development framework that allows web developers the ability to create AJAX applications in Java. The mission of the GWT project is to "radically improve the web experience for users by enabling developers to use existing Java tools to build no-compromise AJAX for any modern browser."

In the coming weeks, BrightPages.com will release a fully-customizable drag-and-drop online business profile tool built on the GWT framework. This tool will allow businesses with limited technical knowledge and resources to acquire and maintain a competitive advantage in their local marketplace through increased online exposure of their goods and services. The new functionality is not unlike that of Facebook.com, in that businesses will be able to drag-and-drop their profile boxes to allow for fluid customized layouts. In addition to customizable profile boxes, businesses will be able to upload audio, video, photos and more.

"We see this as the logical extension of our local search capability," states Shannon Mabry, President and COO of BrightPages.com. "We have spent a considerable amount of time and effort trying to develop significant points of differentiation for our business. Local search is still relatively new to internet users, and our chief aim is to create robust business profiles that reflect the uniqueness and individuality of businesses in a specific geographic area. In the coming months, we will be exploring the introduction of additional functionality which will allow the end user the ability to import data from social media websites such as LinkedIn.com or Twitter.com. By doing so, we hope to give our business users the ability to centralize their online presence in one place. This is a really exciting time for local search!"

About BrightPages.com

At BrightPages.com we want you to find what you want, when you want it! Our online yellow pages directory brings businesses and consumers together through an accurate, fast and easy-to-use search tool. We believe that by providing convenient access to a frequently-updated catalog of over 13 million American business listings, consumers will turn to us again and again to find businesses that meet their needs.

###



Contact Information:

BrightPages.com

Jacob Davidson

866-602-2797

partnerships@brightpages.com

www.brightpages.com

Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/108883>