



The New Social Nightlife Network – Goinout Will Change the Way We Go Out and Spend Our Nights in Singapore

Created and developed in Singapore, goinout aims to redefine the social nightlife experience and the very meaning of “going out.” The free application tells users in real-time in which specific place their friends are at and how they rate the venues. Free messaging and the ability to create a very own nightlife network with friends and random people makes this app attractive to users. Additional features such as venue-related promotions and special goinout events offer new ways of communication.

Singapore, Singapore February 22, 2012 --(PR.com)-- Choosing where to go out can often be a shot in the dark. Which venues are good tonight? Where will my friends be going? Which bars and clubs will offer the best deals and even better service? Even the savviest socialites may find out Monday that they missed the best weekend party. “Current apps don't give you useful, real-time information of what’s going on in the city. Goinout tells you where your friends are, which bars and clubs are busy, and what everybody thinks about these places,” says Peter Ulrich, co-founder of goinout.

The new social nightlife app offers a complete overview of what’s happening in Singapore in real time. Ratings from friends or followers can guide each user through the night. Goinout can either be used as stand-alone social nightlife network, or together with other social media tools. Users can also collect credits redeemable at special goinout events, and enjoy other VIP privileges. Bars and clubs can use this application to promote their events and special offers in real-time.

Goinout was created by Apphinany, a Singapore based social media company, founded by Peter Ulrich, Alexander Wallestam and EdenCr8 Pte Ltd, an app incubator. For more information, please visit: www.goinout.com.

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