

HYPER-LOCAL WEBSITE ANNOUNCES NEW PRICING STRUCTURE OPENING OPPORTUNITIES TO PEOPLE IN OVER 60,000 LOCAL COMMUNITIES IN THE UNITED STATES.

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OurTown Media LLC. announces new pricing structure opening additional opportunities for journalists, bloggers, mompreneurs, realtors and others who are looking to make extra money by working from home, www.OurTown.com.

With the demise of many regional newspapers, people are finding it increasingly difficult to find local news and information that is relevant to their community. Like other news sites, OurTown.com provides regional and local news, but also offers hyper-local news and content down to a community level. OurTown launched more than 60,000 hyper-local websites in 2008. Its growing base of over 1,000 Local Editors stand poised for extra profit each month as OurTown Media moves to smaller monthly licensing payments to be part of the OurTown.com network of communities. The new licensing structure will save existing Local Editors over \$2,600.00 each year and provide people in smaller communities the financial ability to operate their own OurTown site.

OurTown.com allows people from all over the United States to become “Local Editors” in their towns. Local editors can earn a substantial amount of ad revenue. OurTown has caught the interest of Bloggers, teachers, realtors, and mompreneurs in different communities large and small throughout the United States. Every OurTown site allows the local editors to provide their own local content such as information on school sporting events, weddings, personal narratives, blogs, and community calendars.

On each of the OurTown.com local sites, OurTown publishes the basic information relevant to the local community so that local editors can use their knowledge of the people, activities and places in their community to enhance their own local OurTown website and to expand that website into their own functional and profitable business.

Local editors report neighborhood and local news, school, church and community activities; and with the support of OurTown’s Journalism Advisory Board, they monitor and update the content and listings on their local site and sell ad space to local merchants.

Local OurTown editors profit from their share of OurTown’s national advertising, plus local and regional ads sold, and referrals of new editors. Local editors can earn more than \$35,000 a year depending upon the number of local ads sold and the amount of traffic they generate for their sites.

OurTown provides community members with a one-stop-shop for news, content and information focused on their local community. The site provides a wide range of articles, calendars, message forums, and an enhanced business directory.

If you would like more information about OurTown.com, please call Daryl Rhodes at 513.381.0777, or email DRhodes@OurTown.com.