

OURTOWN.COM PARTNERS WITH TOPIX TO PROVIDE NEWS AND DISCUSSIONS IN MORE THAN 70,000 LOCAL COMMUNITIES IN THE UNITED STATES.

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As numerous “hyperlocal” websites begin to spring up in cities around the country, OurTown.com has launched more than 70,000 websites – including every U.S. ZIP code. Topix content is now distributed across every zip code in the U.S. via OurTown’s 70,000 websites and is expected to provide additional traffic to OurTown while increasing its own reach.

Topix LLC, provides thousands of geographically located and topically driven news feeds. OurTown.com and Topix provide an outlet for communities to have open discussions about the happenings in their communities at a local level.

OurTown includes an economic model through which editors can sell local advertising and receive 100% of the revenues, plus receive 40% of national advertising revenues.

“OurTown.com has captured the interest of journalists, bloggers, teachers, realtors, and ‘momprenuers’ in different communities across the United States,” according to OurTown executive Daryl Rhodes. “Every OurTown site allows the local editors to provide their own local content -- such as information on school news and sporting events, weddings, personal narratives, blogs, church news, opinion forums and community activities and calendars. This will be the best place for people to get specific information from their block, their ZIP and their residential area.”

But OurTown is not limited to hyperlocal news. The OurTown.com sites include state, national and international news from the Associated Press, New York Times, RSS feeds and more. Weather, lottery and other news are focused on local areas. Free classified advertising and the addition of the Topix content feed is expected to bring additional traffic. Local editors then can expand that website into their own functional and profitable business.

“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,” Rhodes said.

For additional information about OurTown.com, please call Daryl Rhodes at 513.381.0777, or email DRhodes@OurTown.com.