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**CITYWABOO.COM ANNOUNCES BETA RELEASE OF  
COMMUNITY RESOURCE SITE**

**Web site features 14 million business listings and adaptive search technology;  
advertising rates based on monthly fees instead of less-favorable pay-per-click pricing**

BURBANK, Calif., May 7, 2007 – CityWaboo.com, a community resource site, today announced the beta release of its site, located at [www.CityWaboo.com](http://www.CityWaboo.com). Visitors can now browse CityWaboo.com and try key features and services while the site's functionality is continuously tested and improved.

With a mission to connect businesses with residents in communities nationwide, and provide businesses with affordable, measurable and cost-effective online advertising, CityWaboo.com offers a variety of marketing options.

"Our goal is to provide communities with a valuable resource tool to quickly find information while also helping businesses build their customer base with local and national exposure," said Eduard Arakelyan, co-founder of CityWaboo.com.

CityWaboo.com provides a variety of customized advertising packages to suit almost any budget. Basic business listings are free and enhanced packages are available starting at \$39.95 per month. Listings are optimized to appear on multiple search engines. Banner advertising placements are also available throughout the site.

Advertisers have 24/7 access to their account to view performance statistics, edit their business profile and update billing information as well as access to free business tools including forms, contracts and guides. Marketing advisors are also available to help advertisers optimize their campaigns. CityWaboo.com uses a flat-fee pricing model rather than a pay-per-click model, so advertisers know exactly how much they are spending and do not have to be concerned with click-through fraud.

Differing from similar sites, CityWaboo.com will feature user-generated editorials and city guides from street teams, instead of reviews and articles from paid journalists. “We’re trying to give people a real view of what’s going on in their city,” said Armen Akopyan, co-founder of CityWaboo.com.

CityWaboo.com features adaptive search technology and tagging association, which allows visitors to search by emotional-based, everyday phrases such as "best place to get sushi" instead of "sushi restaurants." Business listings include comprehensive and up-to-date information including contact information, business hours, pictures, maps, driving directions, special discounts, a user-generated ratings and reviews system and a send-to-phone feature allowing visitors to text a business listing to their cell phone. Additionally, each page of the Web site is personalized to the user's city and state.

Other services and tools include free event postings, real estate listings powered by Realtor.com, news and weather, jobs powered by CareerBuilder.com and free classified ads.

CityWaboo.com is a community resource site that brings local businesses and residents together. The company's mission is to provide a valuable resource tool for communities nationwide while offering businesses affordable and cost-effective online advertising options. CityWaboo.com features a searchable business directory with up-to-date information on millions of businesses nationwide, event postings, real estate listings, news, weather, a job search engine and free classified ads. CityWaboo is based in Burbank, Calif. More information is available at [www.CityWaboo.com](http://www.CityWaboo.com).

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