

## AUSTRALIAN COMPANY DISHES UP WORLDWIDE SERVICE

**BRISBANE, AUSTRALIA, 30 January 2008** - The number one Australian online dining and entertainment guide, my247.com.au, is going global with the international launch of its Facebook application, My Guide.

my247 co-founder Chris Kettle said he is excited about the opportunity Facebook has provided for the international expansion of their business.

“With Facebook being such a worldwide craze it was impossible for us to just remain an Australian guide, so we’ve been busy setting up in the US, UK and Canada, giving us the opportunity to tap into the 40 million Facebook users worldwide. It’s like a gold-rush all over again!”

“We know there are over 18 million Americans, seven million Brits, and seven million Canadians on Facebook and we want to give them the great service we’ve been giving Australians for many years.

My Guide allows users to create a personalised guide to over 330,000 bars, clubs and restaurants in the real-world and share the best with their friends.

The company has also partnered with online booking services – OpenTable in the US and TopTable in the UK – to allow users to make instant bookings in over 10,000 restaurants.

Kettle hopes the My Guide application will be recognised for its practicality and ingenuity.

When Kettle established the 247Network with his half-brother Andrew Leask in 2000, the business mantra was “Connecting people who want to go out, with the places they want to go”.

Since then the number of ways to connect people with places has increased as new technologies have emerged, and the brothers have embraced these new information channels.

Leask says as the number of media channels grows, so too will the my247 business, but there are challenges which need to be overcome.

“We’re starting to see this fantastic momentum of applications being able to integrate with various devices, but there are limits. While Facebook already has over two million users in Australia alone, the mobile-phone site is still held back by the cost of browsing the mobile internet. For this reason we think Facebook is a more obvious target for our company”, Mr Leask said.

Leask says he is hoping to further develop the application to allow users to add and recommend live music, shows, events, movies and exhibitions like they can on the website and mobile site.

To add the My Guide application to your Facebook profile, go to [www.myguide247.com](http://www.myguide247.com) and click on the link.

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**About My Guide**

My Guide allows anyone on Facebook to create a personalised entertainment guide where they can share, rate and review restaurants, bars and clubs anywhere in the world.

[www.myguide247.com](http://www.myguide247.com)

**About 247Network**

Founded in 2000, the 247Network publish my247.com.au - Australia's #1 guide to going out. The service provides comprehensive dining, event, movie, nightclub, arts and lifestyle guides online and on mobile phones around Australia and the world. The 247Network develop, maintain and manage online and mobile hospitality solutions and marketing tools, for hundreds of award winning Australian restaurants, bars and nightclubs.

[www.247Network.com.au](http://www.247Network.com.au)

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