



## **Tom Higley Named CEO of Local Matters Denver-Based Local Search Provider Announces New Leadership**

**DENVER, June 22, 2011** – [Local Matters, Inc.](http://www.localmatters.com) today announced their next CEO, Tom Higley. Mr. Higley was selected after a nationwide search and will assume the position effectively immediately. He will also serve on [Local Matters' Board of Directors](#).

Local Matters, a pioneer in [local search technology](#), builds online and mobile solutions to create opportunities for local businesses to be found by ready-to-buy consumers. Tom Higley, a serial entrepreneur in the Denver metro area, will lead the strategic vision and help the Local Matters' team to capitalize on the rapid evolution of the local search industry with mobile technology and social networking.

Mr. Higley has founded or guided a number of technology startups over the past 15 years. Mr. Higley previously co-founded and served as CEO for Service Metrics, providing data and analytics to track and improve network performance. Service Metrics was acquired by Exodus Communications for \$280 million.

"Tom's passion for technology companies, and his keen ability to see where a company can succeed will take Local Matters to new levels of excellence," said CFO and interim CEO, Nancy Hamilton. "I have full confidence that our clients, employees, shareholders and future customers will thrive under his guidance."

Under Higley's leadership, Local Matters will expand their suite of mobile, online and social solutions, which includes interactive products to help consumers find and interact with local businesses, such as digital loyalty apps, deals syndication tools and local business listing management. Local Matters also offers local search and discovery tools designed to promote local business listings across web and mobile devices.

"I am thrilled to be part of an organization like Local Matters," said Higley. "We are a key player in the dynamic local search and interactive technology space, and have a tremendous opportunity to help local business with search, promotion, marketing and engagement."

Local Matters' clients include a variety of companies, including local media publishers, Internet yellow pages, real estate groups, franchises, agencies and small business service providers around the world. To learn more about the Local Matters, please visit [www.localmatters.com](http://www.localmatters.com).

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**For Immediate Release**

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### **Media Opportunities**

- For an interview or more information, please contact Jess at 303-285-3578 or [jnelson@localmatters.com](mailto:jnelson@localmatters.com).
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### **About Local Matters**

Local Matters creates meaningful opportunities for businesses to be found by ready-to-buy consumers. Local Matters' products provide local search site technology, as well as interactive solutions that reach consumers through emerging channels to create new revenue streams. Simply put, these products reach the most relevant consumers at the right time and right place. The Local Matters' team builds specifically for online, mobile and social so clients get the optimum return on investment—and businesses capture qualified leads and increase revenue. Local Matters has been a trusted leader in digital solutions since 2002, and has served over 40 clients in 18 countries. Learn more at <http://www.localmatters.com>.