



## Local Matters Augments Leadership Team

Local Search and Advertising Software Provider Expands Mobile Media Solutions Expertise

**DENVER, Oct. 5<sup>th</sup>, 2010** – To better enable publishers, real estate search portals and vertical local search providers to deliver innovative solutions that engage mobile consumers, [Local Matters](#), an international leader in local search and advertising technology, has added two local search veterans to its leadership team —Jeff Porter as Vice President of Strategy and Nahid Giga as Vice President of Business Development.

Mr. Porter and Mr. Giga previously led MobilePeople Americas, which provided a broad range of solutions to connect buyers and sellers through mobile devices. Mr. Porter also has held digital media leadership positions at DexMedia and Verio. Mr. Giga's career has also included media solutions and business development positions with AMDOCS and IBM.

At Local Matters, Mr. Porter and Mr. Giga will collaborate with clients to capitalize on the rapid expansion and evolution of social media and mobile technology to better serve consumers and advertisers using Local Matters products and services.

"Mobile is the local platform," said Mat Stover, Local Matters' CEO. "It is also a personal platform. Jeff and Nahid will help us accelerate the full integration and optimization of social media and mobile applications and services into Local Matters' search and advertising solutions. In addition, they bring deep experience in working hand-in-hand with clients to rapidly prototype, trial, and take to market leading edge local media solutions that engage consumers with businesses."

"Publishers are looking for interactive solutions across a variety of media platforms that drive deeper advertiser and consumer engagement," said Porter. "Local Matters' strong product foundation and expertise creating online solutions for publishers puts the company in an ideal position to deliver those solutions."

Earlier this year, [Local Matters' local search and advertising platform](#), *Destination Search*, was enhanced to integrate additional social networking and content syndication capabilities, as well as a more flexible architecture to enable clients to modify the site on the fly to meet business, consumer or market needs. The company also announced [a partnership with Australian real estate leader, realestate.com.au](#), to redesign and re-architect Australia's leading real estate search portal and also create two complementary mobile web sites that integrate with the main realestate.com.au portal.

Local Matters' clients include leading publisher and real estate media companies in Australia, Belgium, Czech Republic, Denmark, Finland, Ireland, Netherlands, New Zealand, Poland, Portugal, Romania, Slovakia, South Africa, Sweden, and the United States.

To learn more about the Local Matters, please visit [www.localmatters.com](http://www.localmatters.com).

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### Media Opportunities

- For an interview or to book one of our industry experts for a speaking engagement, please contact Jess at 303-572-1122 x278 or [jnelson@localmatters.com](mailto:jnelson@localmatters.com).

**For Immediate Release**

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**About Local Matters**

Local Matters provides technology solutions that enable online publishers of local information to successfully integrate strategies and tools to achieve leadership in local search and advertising. With over 18 million unique monthly visitors worldwide, and almost 100 yearly software releases, Local Matters has the proven experience to support your business. Local Matters empowers dozens of the world's top local media brands in 16 countries. With over 100 employees and offices in Denver, Amsterdam, and Melbourne, Local Matters has been a leader in digital solutions since 2002. For more information, visit [www.localmatters.com](http://www.localmatters.com).