



FOR IMMEDIATE RELEASE

GuideGecko Launches Online Shopping & Publishing Platform for Travel, Lifestyle and Entertainment Guides

Authors can publish their guides immediately on www.GuideGecko.com

Singapore, 31 March 2009 – GuideGecko, a new online platform for travel, lifestyle and entertainment guides, officially launches its website today at www.GuideGecko.com. Part online shop and part publishing platform, the portal offers all major guidebooks as well as guides by independent authors.

GuideGecko attracts customers with its large variety of guides, tailor-made search functionalities to help them find exactly the guides they need, and very competitive prices at 17 to 30% below the suggested retail price for commercially available guides. Thus, it provides a perfect marketing platform for independent authors to reach out and sell their guides to customers worldwide. Authors and publishers can offer their guides for download and as printed books. Guides can be updated at any time and customers will always get the latest version.

GuideGecko seeks authors and publishers

GuideGecko invites all writers, aspiring authors and publishers to upload and sell their guides on any travel, lifestyle and entertainment topic. GuideGecko accepts guides of any length, from a few pages to hundreds. Guides are published instantly and listed on GuideGecko's front page, where they receive maximum visibility. Customers can then order the guides immediately.

Publishing is free and authors/publishers set the retail price themselves. They earn 50 to 75% on every sale, whilst retaining full control over their content and copyrights. Users only need to write and upload their guides, since everything else from secure payment collection to printing and shipping is handled by GuideGecko.

"Every food lover has his favorite restaurants; every student knows the best places to party. We provide the perfect platform to turn this insider knowledge into money – in a fun and easy way. You can publish on GuideGecko no matter if you are a



publishing greenhorn or an expert writer,” says Daniel Quadt, Founder and Managing Director of GuideGecko.

More information on publishing can be found on www.GuideGecko.com/publish.

GuideGecko currently offers more than 1600 guides on 167 countries and 227 cities and regions around the world. Guides are classified into 68 categories from diving to dining, shopping to sightseeing, trekking to traveling with children; all quickly accessible using tailor-made and easy to use search functionalities.

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About GuideGecko

GuideGecko is your platform for Travel, Lifestyle & Entertainment Guides. Find and buy exactly the guides you need, or become an author and sell your own.

GuideGecko offers the best guides – from independent authors to acclaimed publishers, from diving to dining, from download to print. Read reviews, get detailed information and compare guides. Or publish your own guides and turn your insider knowledge into money. It's free, fun & easy – and you earn on every guide sold.

All guides on one site, all at very low prices. That's GuideGecko!

GuideGecko is developed and operated by Net Gecko Pte Ltd, a Singapore registered company, and managed by a team of eager travelers with a strong background in the web development and publishing industries. GuideGecko is located in Singapore, a leading travel, lifestyle and entertainment hub in Southeast Asia and a gateway between Asia and the world – hence, a perfect location for GuideGecko. For more information, please visit www.GuideGecko.com. For photos, logos and screenshots, please visit www.GuideGecko.com/media.

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