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FOR TRAVEL, LIFESTYLE AND ENTERTAINMENT GUIDES**

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Singapore, 31 March 2009 – Singapore based start-up GuideGecko today launches its flagship website for travel, lifestyle and entertainment guides. Part online shop and part publishing platform, www.GuideGecko.com offers an unparalleled variety of all major guidebooks as well as unique guides by independent authors unavailable elsewhere. Customers can now find exactly the guides they need more easily than ever, as well as choose from over 1600 guidebooks at the lowest prices. Singapore residents enjoy free delivery.

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Guides are offered at very competitive prices: 17 to 30% below the suggested retail price for commercially available guides throughout the whole catalogue. For example, GuideGecko customers can save S\$16.97 (34%) on the Lonely Planet Vietnam compared with Borders (S\$48.95), or S\$11.89 (27%) compared with Kinokuniya (S\$43.87). The same book on GuideGecko costs only S\$31.98 and customers can order it at any time at their convenience, without the need to make their way to the shop. Free islandwide delivery within 3 to 7 days completes the hassle free service.

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GuideGecko currently allows customers to choose from more than 1600 guides on 167 countries and 227 cities and regions around the world, with 21 guides on Singapore alone. All well known series are available, including DK Eyewitness, Insight Guides and Lonely Planet, along with a large variety of less conventional titles such as Hedonist's Guides and Trailblazer, amongst many others.

Customers can easily search the 68 categories from diving to dining, shopping to sightseeing, trekking to travelling with children – to name but a few. Currently, all guides are in English; guides in other languages will be added in the near future.



“The choice of guides in local bookstores is usually very limited, and in online shops guides are jumbled up with all the other books. GuideGecko solves these problems by offering the widest variety of guides, and our tailor-made and easy to use search functionalities allow customers to find exactly the guides they need quickly and easily,” says Daniel Quadt, Founder and Managing Director of GuideGecko.

Unique guides by independent authors

GuideGecko seeks to become the largest worldwide publishing platform for independent guides. “Customers want up to date guides with insider tips by knowledgeable authors. Independent guides are often the perfect choice as their authors write on what they know best – from authentic eateries to little known hideaways, making tourists feel like locals. With all major guidebooks as well as unique guides by independent authors, GuideGecko aims to offer its customers the widest possible choice of guides, all on one site,” says Quadt.

Budding guidebook authors are now invited to upload their guides at www.GuideGecko.com/publish. Publishing is free and authors/publishers can offer their guides for download and as printed books. Authors earn 50 to 75% on every sale and all they need to do is write and upload their guide of any length; everything else from secure payment collection to printing and shipping is handled by GuideGecko. The guides can be updated at any time, thus ensuring that customers will always get the latest information.

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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 is the flagship development of Net Gecko Pte Ltd, a Singapore registered company. Established in 2008, Net Gecko is managed by a team of eager travellers with a strong background in the web development and publishing industries. GuideGecko was completely developed in Singapore. The website is at the forefront of ‘social commerce’, the latest internet buzz that combines e-commerce with elements from social communities. GuideGecko employs advanced web 2.0 functionalities and interactive features to enhance and facilitate the user experience. For more information, please visit www.GuideGecko.com. For photos, logos and screenshots, please visit www.GuideGecko.com/media.

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