



FOR IMMEDIATE RELEASE

GuideGecko Unveils Preview Functionality for Travel Guides

Indie guides for trips with a twist can now be explored before making a purchase

Singapore, 01 July 2009 – GuideGecko, the innovative online store and publishing platform for travel guides, today unveils its new guide preview functionality. Guide previews allow consumers to look inside independent guidebooks before making a purchase. Previews for the first independent guides are available immediately on www.GuideGecko.com.

Independent guides offer specialized advice that often cannot be found in mainstream series such as Insight Guides or Lonely Planet. The new preview functionality allows customers to browse through hard-to-find titles to ensure that the guidebooks match their needs and expectations before making a purchase.

“Previews are extremely helpful, especially for highly specialized independent guides. Only when you browse through you can find out if a guidebook covers all the topics you are looking for with the right level of detail. Our preview functionality allows you to do exactly this – all online, from the comfort of your home,” says Daniel Quadt, Founder and Managing Director of GuideGecko.

Only three months after its launch, GuideGecko already offers more than 50 independent travel guides to destinations all around the world, from ‘Diving in the Caribbean’ and ‘Sydney on Public Transit’ to ‘Vegetarian Food in Singapore’ and ‘Passing the Bar Examinations in Pattaya’. Some guides offer more than 40 pages as a preview.

“Previews are a perfect marketing tool for our independent authors, who are now able to show the high quality of their work more easily. Therefore, previews offer a win-win situation for customers and authors,” says Quadt.

GuideGecko currently offers more than 2100 guides in total, including all major guidebook series such as Lonely Planet, Rough Guides and Insight Guides. GuideGecko continues to invite budding authors to upload and publish their own



guides and to offer as many preview pages as they like. Independent guides can range from short booklets to thick books and cover any travel, lifestyle or entertainment topic. Independent authors can publish and sell their guides through GuideGecko's online publishing platform at www.guidegecko.com/publish, and GuideGecko makes such guides available for download and as printed books or booklets. Independent guides and previews are accessible at www.GuideGecko.com.

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About GuideGecko

GuideGecko is part online shop and part publishing platform for travel, lifestyle and entertainment guides. GuideGecko currently offers more than 2100 guides on 169 countries and 270 cities and regions around the world. All well-known series are available, including Lonely Planet, Rough Guides and Insight Guides, along with a large variety of less conventional titles such as Hedonist's Guides and Trailblazer, amongst many others.

Budding authors are invited to publish and sell their own guides on www.GuideGecko.com, and GuideGecko makes such guides available as PDF downloads and as printed books/booklets. Publishing is free and authors earn 50-75% on every copy sold.

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

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