



Local Review Social Network, [Trusted Places](#), rolls out new features

Discovering and sharing new and hard-to-find places is now easier

London, 19 September, 2007: [TrustedPlaces](#), the unique online community for discovering and sharing reviews of places to socialise, has rolled out its next product update. The changes further enable members to reach tailored, user-generated content, which is most relevant to them.

The new features and design have been driven by feedback provided from the TrustedPlaces community since the site's beta launch in February. Members can now discover new and hard-to-find lifestyle locations through like-minded TrustedPlaces reviewers and via proactive recommendations based on their indicated preferences and history on TrustedPlaces. This unique content can be shared in a number of ways including the creation of lists such as ['My top ten London bars'](#) ['Best London Restaurants'](#) and the ability to build your own city or area guides in a 'wiki' fashion. Members are also able to track what's being uploaded in their favourite areas and track favourite reviewers and friend-submitted reviews.

CEO, Sokratis Papafloratos, said: "The new features combine to create a deeper social networking experience for members, collating information from our passionate community of 'Local Experts' and making that content relevant to their individual tastes."

Summary of new features:

Social Geography

- ['Local experts'](#): identified and nominated by the community based on content they create
- City and area pages: personal and collaborative guides built by members via a wiki interface

Personal recommendations

- Proactive: matched content to members' tastes
- List creation: group and share favourites

Increased interaction

- [Taste Matching](#): preferences are matched and displayed to check compatibility
- Buzz tracking: track new reviews in chosen areas and find out where friends are going out

Interface

- Updated, cleaner look
- Easier video and image upload and management

About TrustedPlaces

With reviews from over 450 cities in 40 countries, TrustedPlaces allows people to discover and share online all the latest information on where to go out, via reviews and recommendations, from the TrustedPlaces community of passionate and engaged individual reviewers.

With unique content continuously refreshed by its members, TrustedPlaces aims to become the UK's largest online resource for independent reviews for lifestyle locations. In July The Guardian listed the company as one of the ['Top 10 dotcoms to watch'](#) recognising the growth and potential of the location-focused social network. Founded in 2006 by Sokratis Papafloratos and Walid Al Saqqaf in London, UK, the beta site launched in February 2007 when TrustedPlaces also secured £500k funding from HOWZAT Media.



For more information visit www.trustedplaces.com
Read our blog at: <http://trustedplaces.com/blog>

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