



**For more Information Contact:**

Kristi Furrer  
Vice President, Corporate Marketing  
TotalPaas, Inc.  
(650) 887-5018 x 102  
kfurrer@totalpaas.com  
[www.totalpaas.com](http://www.totalpaas.com)

**For Immediate Release**

## **TotalPaas™ Hyperlocal Social Media Platform Supports Communities**

*- New Social Media Marketing Platform Delivers Relevant News and Ads -*

**SAN FRANCISCO, Calif. (December 3, 2009)** - - - TotalPaas, Inc., a new web based technology innovator, today announces a hyperlocal social media-marketing [platform](#) for community leaders building personalized [online communities](#). TotalPaas markets its platform to service providers such as telecommunications and cable companies, newspaper publishers and health companies seeking to build and monetize community focused portals.

Utilizing TotalPaas' portal technology called [PortalPaas™](#), community leaders can efficiently deploy their online social platform providing local news and events that foster community exchanges about what's happening in the neighborhood. PortalPaas enables the delivery of hyperlocal personalized content based on member interests, activities, news, social groups and media choices. Through personalization and behavior relevancy analysis, PortalPaas captivates the audience which drives up hang-time and promotes local [economic growth](#) by enabling monetization of the portal through effective delivery of targeted local advertisements.

For Community members, the TotalPaas platform delivers the most robust personalized content with highly relevant news and advertising. This eliminates the vast amounts of useless data members typically wade through to find news and ads relevant to improving their lives and optimizing their time.

“TotalPaas helps community members make the most out of their local community resources and activities,” states Tami Tran, president and CEO of TotalPaas, Inc. “We focus on simplifying people’s lives with relevant hyperlocal information that is personalized to gain productivity on a daily basis.”

**- more -**

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TotalPaas, Inc. offers a personalized hyperlocal social media-marketing platform addressing the demand from service providers, newspaper publishers and health companies for ways to expand their revenue opportunities. Utilizing PortalPaas, local communities are strengthened with the freshest local information connecting both consumers and businesses together which results in local economic growth. With industry surveys demonstrating that 66% of online searches are for local businesses and 61% of these searches result in purchases, we expect a great market response and traffic ramp up in 2010.

TotalPaas, Inc. is headquartered in San Francisco, California, USA. Join us as a partner by [visiting our contact page](#), [www.totalpaas.com](http://www.totalpaas.com), or calling (650) 887-5018. Further information is available at <http://www.totalpaas.com/press.php>.

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