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**For Immediate Release**

**TotalPaas™ Launches Hyperlocal Media Portal Platform for Community Leaders**

*- New Social Media Marketing Platform Enables Communities to Monetize Portals -*

**SAN FRANCISCO, Calif. (October 14, 2009)** - - - TotalPaas, Inc., a new web based technology innovator, today announces the launch of the company offering a hyperlocal social media-marketing [platform](#) for community leaders building personalized [online communities](#). TotalPaas debuts 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 the TotalPaas portal technology called [PortalPaas™](#), community leaders can efficiently deploy their online social platform serving local news and events while fostering community exchanges of 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 drives up hang-time, captivates the audience, promotes local [economic growth](#) and allows monetization of the portal from effective delivery of targeted local advertisements.

“TotalPaas offers ways for our [partners](#) to deepen their brands in the community; grow revenue from untapped local ads, protect market share from churn while increasing hang time and driving up revenue,” 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.”

The TotalPaas business model enables its qualified partners to develop initial web sites free of charge under a revenue sharing plan or alternatively invest through a subscription model. Partners can quickly

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augment their revenue with expanded services when leveraging their existing local content and existing sales forces to build local advertising revenue on their community social media portal. TotalPaas offers a jump start package to revenue comprised of three key components working together; PortalPaas, a powerful social media platform, [CommunityPaas™](#), an online community-minded sales and marketing program and [CloudPaas™](#), a platform hosted service. TotalPaas makes building and deploying a local social community platform simple, less expensive and faster to market.

Advantages for communications service providers include:

- Lowering customer churn rate
- Augmenting the current revenue model
- Profiting from a technology franchise business model

Newspaper publishers benefit from:

- Launching new personalized sites easily with minimum investment
- Establishing new revenue streams with more sites for more ad positions
- Increasing reach and hang time

Health companies can:

- Educate patients with quality content
- Promote community health programs
- Build presence and trust

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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### **Note to editors:**

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