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BALAYA'S TICK-IT NOW WITH YELLOW MARKETING'S LOCAL SEARCH TOOL
Application offers group communication, web aggregation and local directory search

SAVANNAH, GA (July 21, 2009) – Balaya, LLC (Balaya), delivering the power of Social Media to business, today announced the latest version of its flagship product Tick-it® is available for download at <http://tickit.balaya.com>. Tick-it is a personalized communications hub that organizes web content and group conversations into private, secure information channels that users can select and manage on their computer desktops and web-enabled mobile devices. The latest version includes a local business search widget powered by Yellow Marketing, a product of Travel TV Network, LLC, which enables users to conduct web searches of local business listings anywhere in the US directly from the desktop.

“We are thrilled to provide Tick-it users with the ability to access a full directory of local business via our desktop tool,” said Bob Nunnally, CEO of Balaya. “The Yellow Marketing service is one of the many features Tick-it offers that allows users to simplify and connect their online life.”

Dennis Geraghty, COO of Travel TV Network, saw a natural fit for combining the two technologies into a single, desktop application. “With Tick-it, users are already engaged on their desktop, so providing the ability to conduct local searches from the same user interface was a very logical extension,” said Geraghty.

Tick-it is a personalized communications hub that organizes web content and group conversations into separate, secure channels that operates beyond the browser. Tick-it changes the online dynamic by giving users a way to stream information and communications that matter most to them directly to the desktop rather than going to a variety of sources for it.

About Balaya

Based in Savannah, Ga., Balaya delivers the power of Social Media to business. Balaya has changed the way people and businesses use and collect information by creating a personalized communications hub that organizes web content and group conversations into separate, secure channels. For more information, call Michelle McWhinney at 202 361-2891 or visit Balaya online at www.balaya.com.

About Yellow Marketing

Travel TV Network, LLC, based in Ridgeland, South Carolina, is a Web technology company that focuses on local search and destination marketing applications. In addition to its national footprint for its Yellow Marketing local search engine, the company also plans to become a destination portal for hundreds of destination cities. Visitors can get a virtual experience of being at their planned destination before traveling to the area such as Travel TV Network's Hilton Head Island, South Carolina Website <http://www.hiltonhead.tv>. For more information, please contact Dennis Geraghty at (843) 645-3755 ext. 102

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