



Press Release

Geelong's own www.intown.com.au launches new Australian Travel Site

January 26 2005
Geelong, Australia

The creators of Geelong's entertainment, leisure and city guide, www.intown.com.au have launched a new Australian city guide called www.withincooee.com this week.

The first stage of withincooee.com became live on the web appropriately on Australia Day to celebrate what our great country has to offer. Withincooee.com is based on the same formula that has made the Geelong city guide www.intown.com.au so popular. The main difference between Intown and Withincooee is that Withincooee will feature every popular tourist city in Australia and has been launched featuring the major Australian capital cities.

"We found that every day, Intown keeps getting more popular," explains withincooee co-creator, Gary Watts. *"So we decided that we needed to create a new site that not only expanded from the Geelong region but also complement our Geelong site, Intown".*

Withincooee is not the first side project of the Intown developers. Intown's first site, the technology guide www.gizmohighway.com celebrated its 10th year last year and is possibly one of the oldest Geelong developed websites.

Recently gizmohighway.com featured on the BBC World program Click Online, an event that saw our visitors increase ten fold. The site has also been featured on the US cable TV channel TechTV as well as other acclaimed websites like howstuffworks.com, about.com and wikipedia.com.

Intown now in its 6th year was in-fact the second website of the Intown network. Intown.com.au was first created as a pet project to promote and give something back to the Geelong Community. *"There have been plenty of websites that have come and gone and that have tried to imitate Intown's formula"* explains Intown co-creator David Stonehouse, *"But Intown has been around the longest and I think the amount of our visitors judges our success".*

Other websites that are part of the Intown network include the home theatre guide visionhighway.com and the cooking guide wokme.com.

As the Intown network continues to go from strength to strength, the creators of www.intown.com.au and the new www.withincooee.com, David Stonehouse and Gary Watts are positive their new creation will match the success of their previous sites and will also drive even more traffic to intown.com.au which in tern will further promote our fantastic city, Geelong.

For more information
info@intown.com.au