

Press Release

Intown launches New Geelong Tourism App for iPhone

GEELONG, Australia – October 4th 2011

Hot on the heels of launching Geelong's first tourism smartphone application in June of this year, local tourism website www.intown.com.au today expands its tourist guide to the iPhone.

The iPhone version of Intown Geelong is available free from iPhone App Store and adds to Intown's established suite of products helping boost Geelong's profile worldwide. Not only is Intown Geelong's new app built for the Apple iPhones it is also suitable the iPod Touch, iPad and even the new range iPhone products expected shortly.

Intown.com.au has been passionately promoting the Geelong Region for more than a decade. Founded in 1998 and operated by Geelong locals Gary Watts and David Stonehouse, Intown attracts thousands of visitors both locally and from around the world looking for events, what's on, things to do and information on Geelong, the Bellarine, Surfcoast and Great Ocean Road region.

The new iPhone version of Intown Geelong is easy to navigate and use, it features highlights of Geelong, the major townships around the region, Geelong's major events, attractions and much more. Intown Mobile also fully integrates with the full [intown.com.au](http://www.intown.com.au) website and links to their popular Twitter and Facebook pages.

"We have been overwhelmed by the number of people who have installed the Android version of Intown Geelong during the short time it has been available. We have had some very encouraging feedback from users which has prompted us to grow the product to include the iPhone. We expect this version to be even more successful." said Mr Stonehouse.

With the launch of Intown's App for the iPhone, the free Android version of Intown Geelong receives a major update. It can be installed free from the Android Market (<http://bit.ly/obvGh8>).

For people with 3G or Wireless internet capability on their smartphone there is also a brand new web based version also available by visiting m.intown.com.au.

“With the success of the Cats, and with the summer and the major events season approaching fast there are many people currently interested in Geelong. With Intown Geelong’s new suite of free smartphone aps and websites we are excited about helping grow tourism in our region.” said Mr Watts.

About Intown

The Intown Network was launched in 1998 and Geelong owned and operated by Gary Watts and David Stonehouse. Intown Entertainment operates a suite of web based products including www.intown.com.au, - www.happyjappy.com , www.hoppsy.com, www.tripandom.com, wokme.com, for more information please contact info@intown.com.au or David Stonehouse on 0412 137 072

For more information including images visit the ‘news’ section at www.intown.net.au



intownentertainment

Intown Entertainment
P.O. box 2041
Geelong 3220

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