



## [Tupalo.com launches social yellow pages community in the US](#)

*One of Europe's favorite social yellow pages communities goes west, launching their US local search in partnership with CityGrid Media.*

*Online PR News* â€“ 14-September-2010 â€“ In a reversal of the usual practice of startups expanding from the US into Europe, Tupalo.com (<http://tupalo.com/>) has crossed the Atlantic in the other direction. Having recently teamed up with CityGrid Media (<http://www.citygridmedia.com>), a new local media company connecting the millions of businesses and customers on the local web, Tupalo already has over 1 million business listings across the USA, and is adding tens of thousands more on a daily basis.

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Discovering, sharing and reviewing local businesses - whether restaurants in Houston (<http://tupalo.com/en/houston-texas/c/restaurant>), bars in NYC (<http://tupalo.com/en/new-york-city/c/nightlife>), bakeries in Chicago (<http://tupalo.com/en/chicago-illinois/c/bakery>) or antique shops in LA (<http://tupalo.com/en/los-angeles-california/c/antiques>) - has never been easier. Tupalo.com offers the ultimate in US city guides built by people in the know and on the go.

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Launching in the US is not only a logical step for Tupalo as it continues to grow beyond its European heartlands but also a kind of homecoming for the company, one of whose co-founders, CEO Michael Borrás, is an American currently living in Vienna, Austria.

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Speaking from the Directional Media Strategies 2010 conference in Dallas, Borrás said, "The US is a key market for local search, so we are partnering with flagship companies such as CityGrid Media that share our core values and vision. Tupalo is committed to an organic, all-inclusive approach, and we look forward to forging positive relationships with users, consumers, businesses and other partners throughout the USA."

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### About Tupalo.com

Tupalo.com is an American-Austrian social yellow pages community, where locals and travelers discover and review the best local businesses around the world on the web or via the Tupalo iPhone App (<http://itunes.apple.com/us/app/tupalo-com/id371429976?mt=8>). Founded in 2007, Tupalo.com communities are currently thriving in Austria, Netherlands, Poland, Denmark, Finland and many other territories. Tupalo.com is a strategic partner of European Directories, a premiere pan-European local search and lead generation company. For more information, see <http://tupalo.com/>

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