

Google Merges Local and Maps Products

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Launch of Google Local Enables Seamless Local Search and Mapping Experience From One Location

Google Inc. (Nasdaq:GOOG) today announced the official launch of Google Local, merging the technologies behind Google Local and Google Maps. No longer in beta in the U.S. and Canada, users can visit <http://local.google.com> to find local search and mapping information in one place.

"With today's launch of Google Local, users will be able to go to one location to find all the local and mapping information they need," said Marissa Mayer, director, Consumer Web Products, Google Inc. "Whether it's directions to the nearest pharmacy or reviews of nearby dim sum restaurants, we will continue to develop innovative technologies that enrich our users' lives."

Google Local offers users access to relevant information such as integrated local search results and detailed driving directions, and includes features such as draggable maps, satellite imagery, keyboard shortcuts, and more. With mapping data combined with relevant local information from Google's web index and business listings such as Yellow Page directories, Google Local is a comprehensive local search and mapping product.

Access to local and mapping information is a natural extension of Google's ongoing mission to organize the world's information and make universally accessible and useful. Google will continue to add local search and mapping functionality to Google Local as the product evolves.

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