

NightLifeRatings.com Launches in NYC

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The Internet's First Comprehensive Nightlife Search Engine and Rating Network Launches in New York

NightLifeRatings.com, the web's first comprehensive nightlife search engine and rating network, just launched in the NYC metro region (www.nightliferatings.com). NightLifeRatings.com features over 30 categories for rating venues around New York City and provides a unique community-based forum for sharing nightlife experiences. The website also offers the internet's most comprehensive venue search engine--providing the public with a proprietary tool for selecting bars, clubs, and lounges according to individualized tastes.

"At the heart of NightLifeRatings.com is the venue search engine," explains Co-Founder & Director Ayal Ebert; "This is the first online tool that enables people who enjoy nightlife to search for venues across the city based on their specific interests." Ebert further explains that, "All ratings are voluntarily provided by the public and updated in real time, providing accurate shared experiences, suggestions, and even warnings about venues and events.

Some of the search categories include neighborhood, venue type, age range, style, cover charge, music, ethnic mix, door policy, and more.

Other features help round out the site, positioning NightLifeRatings.com as a centralized nightlife resource. The events calendar offers information on concerts, bar promotions, club parties, and special events throughout the city on a daily basis. Detailed venue profiles provide a more extensive look into every club, bar, and lounge found on the network and includes both user-generated content and editorial reviews. Additionally, various community features, such as user photo uploads, keep visitors coming back on a regular basis.

Michael Inwald, the other Co-Founder and Director of the company, says, "We feel it's very important to keep our content fresh, and that starts by giving people the tools they need to communicate their experiences with others. While we do offer editorial reviews, we believe that the best information comes from those who are out on the scene every night."

The site comes after 10 months of intensive market research and web development led by Inwald and Ebert.

Within six to eight months, NightLifeRatings.com plans to expand to other cities, including Los Angeles, Miami, Boston, Chicago, and more. At this stage, the owners are concentrating on building the site audience and raising funds for expansion.

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