near2there, Inc. Announces Beta Release of Location Bookmarking and Reminder Service

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SAN FRANCISCO – October 6, 2010 – **near2there**, today announced the launch of the beta version of near2there, a revolutionary service that tracks all of the places you want to go and reminds you when you are nearby. Access to near2there is available for free to anyone with an Android phone.

"How often do you make a mental note of places you want to go to, but when going out, it slips your mind? near2there is a location-based reminder service that keeps track of these places and events and alerts you when you are near," said Peter Olfe, CEO and Co-founder of near2there. "It's like a virtual Post-it® over each location."

At the core of the service is a new type of share button. The user just has to click on the near2there button next to any listing, and this location will be added to his/her list and will be alerted when near to there. near2there is partnering with online companies to include its near2there button: event listings, city magazines and newspapers, travel sites, rating sites and more. Users can also type in their own reminders on either the near2there web site or on their phone.

Users can also create reminders on their phones and on the near2there website at www.near2there.com. Other features include:
- Gives audible and visual alerts when near to places you want to be reminded of
- List of reminders in order of proximity
- Map of all reminders
- Event reminders which will alert you on the day of the event
- Adjustable search radius from 1/8th mile for urban areas up to 20 miles for rural areas

The near2there Android app can be downloaded directly from the Android Market.

About near2there, Inc.
near2there is revolutionizing the way we keep track of places we want to visit. By simply clicking on the near2there button next to any location-related content, users can save locations to their list and receive an alert when they are nearby.
Based in the San Francisco Bay Area, near2there was formed in February 2010 by Peter Olfe and Bob Anderson, two seasoned entrepreneurs with extensive experience in the mobile and location-based services industries. With its unique location bookmarking button, near2there connects online discovery with real world action.

For more information, please visit: www.near2there.com

For inquiries from the press, please contact us at press@near2there.com