

near2there Introduces New Placemarking Service

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San Francisco, California, January 4, 2012—near2there, Inc. (www.near2there.com), the location-based services company, today released a radically new Placemarking service, and a new iPhone app.

“With our new Placemaker and iPhone app, there is no easier way to capture, access, and share places you want to go to” said CEO and Co-Founder Peter Olfe. “With near2there you’ll never miss a place again.”

near2there Placemaker

The near2there Placemaker is a bookmarklet that enables you to easily capture locations on the web and save them to you account. After installing the Placemaker, you simply highlight the address, click on the Placemaker in your browser toolbar, and save that location to your account. These placemarks are automatically synced with you phone, so you can access them on the go. The Placemaker also captures the web address of the page you saved the location from so that you can refer back to the original article that inspired your visit.

The near2there Placemaker can be easily installed in Firefox, Chrome, Safari, and Internet Explorer browsers.

New iPhone App

The near2there iPhone app has been completely redesigned.

New features include:

- New placemark input methods
 - NEAR HERE captures the name and address of the place you are at now so you can come again
 - ELSEWHERE let’s you easily save places anywhere in the world by simply typing in the name, city, state (and country when not in the U.S.)
- Facebook and Twitter sharing of placemarks
- Automatic syncing of placemarks stored on the web and iPhone
- And, an attractive new design.

About near2there, Inc.

near2there is a mobile and web-based service that enables individuals to create personal repositories of locations they want to remember.

near2there is solving a need most of us have. We hear about places all the time, whether we read about them online or hear about them from our friends, but we often forget about these places when we are going out. near2there makes it easy to capture and access these placemarks. And if we forget, near2there will remind us when we are near a location.

Based in the San Francisco Bay Area, near2there was formed in February 2010 by Peter Olfe and Bob Anderson, two experienced entrepreneurs who are passionate about world travel and location-based services.

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

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