

PRESS RELEASE

NOOVEE.COM – MY METROPOLITAN GUIDE

LAUNCH OF A NEW TRAVEL AND LIFESTYLE PORTAL FOR THE TREND-CONSCIOUS CITY TRAVELLER

Berlin, 6 December 2007 - noovee.com - my metropolitan guide is a new international travel and lifestyle portal for modern, discerning individuals who place a high premium on style and authenticity.

In contrast to most user-generated websites, on noovee.com local scouts report on the newest and most exciting trends in their own hometowns. Not only do they describe hotels, restaurants, cafés, bars and clubs, but they also point out the special, lesser known features of each district - boutiques and playgrounds, galleries, as well as beautiful parks, interesting residential blocks and noteworthy architecture.

Starting with Amsterdam, Barcelona, Berlin, Chicago and New York City, noovee.com plans to expand into a large-scale and international information platform for trend-conscious city travellers. The company, which is headquartered in Berlin, was founded by Daniela Terberl and her partner Arndt Apitz. "With two small children, we don't get that much time to spend together. But every once in a while we treat ourselves to a romantic weekend in a beautiful city in order to recharge our batteries. With a certain standard of quality, a limited budget and a healthy dose of hedonism, we spent hours at the computer on all kinds of websites and, after a great deal of effort, came up with several individual tips. At some point we then decided to found noovee. Because it just has to be made easier to find interesting and high quality travel destinations!" says Daniela Terberl, the managing director of noovee and mother of Zoe (six years old) and Nick (17 months). Together with the consultant Uwe Riediger and the graphic artist Tom Hulan, the couple intends to present the most important European metropolises by the middle of next year and become a key reference point for all individual travellers.

At noovee.com travellers can find recommendations in eight different categories which are suitable for any budget and every occasion: be it glamour, deluxe and business, or cheap & chic, kids and romance – each tip is selected according to three criteria: design quality, style and individuality. Travellers are given a chance to explore a city off the beaten track, away from the usual tourist traps, and to get to know it from the point of view of the people who actually live there. The scouts update "their" destinations on a regular basis, thus providing a dynamic picture of their district, their city.



In addition to these first-hand recommendations, noovee.com will provide an increasing number of brief video clips of the more exciting personalities in the arts and culture scene. Interesting video portraits of hotels, bars, restaurants and the particular flair of each “neighbourhood culture” are already an important part of noovee.com. Additionally, anyone visiting the website will also be able to register with the noovee community and exchange experiences with other members, as well as to share their own tips and videos.

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If you require any further information on the company (press materials, printable screen shots or photos) please contact BIRGIT SCHMOLTNER COMMUNICATIONS:

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The Company:

noovee.com – my metropolitan guide is an international travel and lifestyle portal for discerning and modern individuals who place a high premium on style and originality.

Local scouts report from their own cities on the latest trends in hotels and restaurants, nightlife and shopping. Brief video clips show not only the highlights of a given city, but also present interesting personalities from the arts and culture scene. In addition to the text area, users in the noovee community can also share their own tips and videos, as well as exchange experiences with other members.

The company’s goal is to expand noovee.com into a large-scale, international information platform for trend-conscious city travellers.