

BUSINESS - TECHNOLOGY

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## New LocalEats(TM) iPhone Application: High-Tech Dining Guide Directs Foodies to the 100 Best Restaurants in Top 50 US Cities

### Recommendations, Directions and Reservations for Nation's Top Restaurants Now Just a Touch Away for iPhone Users

NASHVILLE, Tenn. — LocalEats(TM), the new iPhone application recently launched by Magellan Press, Inc., combines the latest technology with meticulous restaurant research to help locals and visitors alike choose from among the 100 best restaurants in the top 50 U.S. cities, and then guide them to their dining destinations.

From burger joints to sushi bars to white-tablecloth dining establishments, LocalEats(TM) makes it easy to discover the best restaurants in America. With just a few touches, users can find restaurants "Near Me" via the iPhone's GPS technology, check out choice eateries in a specific neighborhood or peruse the "Best Of" in a restaurant category. Instantly, diners receive detailed descriptions, reviews and directions, and can call for reservations or visit the restaurant's website.

Available on iTunes for 99 cents, LocalEats(TM) (<http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=285518463&mt=8>) has quickly become a popular choice for iPhone owners. It is currently rated 4 out of 5 stars by users and is the ninth most popular paid-for application on iTunes. (Due to its length, the above URL may need to be copied/pasted into your Internet browser's address field. Remove the extra space if one exists.)

"LocalEats(TM) marries food and culture with technology," says Bill King, publisher and founder of Magellan Press. "LocalEats(TM) is a simple and intuitive guide -- not an overwhelming list -- that can help you discover true and authentic local restaurants. We'll take you to real dry rub barbecue in Memphis, show you the best seafood in San Francisco, and lead you to the greatest deep-dish pizza in Chicago. From Los Angeles to New York, LocalEats(TM) gives a thoughtful snapshot of a city's culinary landscape that is accessible to casual diners and serious foodies alike."

LocalEats(TM) is an extension of [www.wherethelocalseat.com](http://www.wherethelocalseat.com) and the Where the Locals Eat print dining guides published by Magellan Press and available across the country.

The application currently focuses on the following 50 U.S. cities: Atlanta, Austin, Baltimore, Birmingham, Boston, Buffalo, Charlotte, Chicago, Cincinnati, Cleveland, Columbus, Dallas, Denver, Detroit, Fort Lauderdale, Fort Worth, Honolulu, Houston, Indianapolis, Jacksonville, Kansas City, Las Vegas, Los Angeles, Louisville, Memphis, Miami, Milwaukee, Minneapolis-St. Paul, Nashville, New Orleans, New York, Oakland, Oklahoma City, Orlando, Philadelphia, Phoenix, Pittsburgh, Portland, Raleigh-Durham, Rochester, Sacramento, Salt Lake City, San Antonio, San Diego, San Francisco, San Jose, Seattle, St. Louis, Tampa Bay and Washington, D.C. It will soon expand to additional communities across the country.

"Whether you're a traveler, a transplant to a new city or a longtime local, we designed LocalEats(TM) for people who love food and want to experience the best local restaurants a city has to offer," continued King.

Led by a veteran food journalist and a veteran professional cook, LocalEats(TM) team of experts is a passionate group of discerning researchers and writers who share a keen sense of what constitutes a great kitchen, a creative menu and a memorable dining experience. Using a rigorous restaurant selection process, the team weighs personal experiences and surveys from local diners with reviews from top food critics, local and national awards, and notable restaurant ratings.

"Rather than relying on online polls or user-generated ratings, we trust the opinions and research of our hardy band of certified foodies," says LocalEats(TM) editorial director Pat Embry. "We love food and take pride in helping people find little-known neighborhood legends. And with LocalEats(TM), we've now made the process of finding the country's best restaurants even easier."

LocalEats(TM) provides up-to-the-minute reviews, ratings, awards and survey information for each restaurant featured.

The Where the Locals Eat book series ([www.wherethelocalseat.com/Books](http://www.wherethelocalseat.com/Books)) can be purchased on Amazon.com. For more information on LocalEats(TM), visit (<http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=285518463&mt=8>). (Due to its length, this URL may need to be copied/pasted into your Internet browser's address field. Remove the extra space if one exists.)

About Magellan Press, Inc.

Magellan Press, Inc. is a Brentwood, Tennessee, independent book publishing company founded in 1991. The company's Where the Locals Eat book series and LocalEats(TM) iPhone application are leading sources for regional dining information nationwide. Where the Locals Eat and LocalEats(TM) feature the best 100 restaurants in the following top 50 U.S. cities: Atlanta, Austin, Baltimore, Birmingham, Boston, Buffalo, Charlotte, Chicago, Cincinnati, Cleveland, Columbus, Dallas, Denver, Detroit, Fort Lauderdale, Fort Worth, Honolulu, Houston, Indianapolis, Jacksonville, Kansas City, Las Vegas, Los Angeles, Louisville, Memphis, Miami, Milwaukee, Minneapolis-St. Paul, Nashville, New Orleans, New York, Oakland, Oklahoma City, Orlando, Philadelphia, Phoenix, Pittsburgh, Portland, Raleigh-Durham, Rochester, Sacramento, Salt Lake City, San Antonio, San Diego, San Francisco, San Jose, Seattle, St. Louis, Tampa Bay and Washington, D.C.



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