



**Media release: August 6, 2009**

## **Myles Wearing appointed Editor, truelocal.com.au**

The chief executive of truelocal.com.au, John Allan, today announced the appointment of Myles Wearing as the site's editor.

Reporting to TrueLocal's executive producer, Jackie Moyes, Mr Wearing will be responsible for all editorial content across the TrueLocal website, mobile sites, newsletters and printed materials.

Mr Allan said "TrueLocal's success depends not only on the breadth and depth of its business database, but also on its editorial content; content which increases brand and product awareness, brings new users, drives user loyalty, increases submissions and increases the time spent on the site.

"With over a decade's experience as an editor and journalist, both in print and online, Myles is the perfect candidate to lead TrueLocal's editorial team as they build a vibrant online community and action content strategies on and off site to support TrueLocal's business objectives."

Mr Wearing said "I am delighted to be joining truelocal.com.au at such an exciting phase in its history. The site provides a unique and very compelling offering to both businesses and consumers, with editorial playing a pivotal role in its rapid growth. I look forward to working with John, Jackie and the team."

Mr Wearing joins TrueLocal from news.com.au where he has held a variety of positions, most recently entertainment editor. Prior to that he worked as an editor, sub editor and journalist for numerous publications including Sydney Star Observer and NW magazine.

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