

/24-7PressRelease/ -- **GenieKnows** today announced the latest release of its local search engine and [business directory](#), GenieKnows 2.0. This newest release gives users the ability to sign up and add their own personal opinions on [local restaurants](#) and other businesses across Canada and the USA.

"This is an important part of our local community strategy. The addition of review tools as a feature will allow users to make educated choices about their local marketplace", said Barbara Manning CEO of IT Interactive Services Inc, owners of GenieKnows.com

Business owners can also leverage GenieKnows.com by adding or updating their own business data through a simple business submission form. GenieKnows provides business owners with the opportunity to connect directly to consumers and generate leads and have a visible presence on the Internet as GenieKnows [business listings](#) feature prominently in sites such as Google, Yahoo and MSN amongst others. Other options include advertising through their own PPC platform.

GenieKnows recognizes the importance of providing a solution that connects Internet users with brick-and-mortar businesses so that searchers can easily find the real-world products and services they look for online. *"We want users to tell us about their favourite pizza place and what they think of their local dry cleaners"* added Manning.

About GenieKnows:

GenieKnows.com is a division of IT Interactive Services Inc., a privately held, [ul]Canadian internet company incorporation based in Halifax, Nova Scotia, incorporated in 1999. IT Interactive Services is a leading developer and provider of performance-based marketing services for the Internet.

GenieKnows connects local search technology, community and content by developing niche-specific portals tailored for distinct searching communities, delivering a focused, useful and rewarding search experience. GenieKnows also empowers a broad distribution network for advertisers, helping businesses connect with consumers and grow their bottom line by conveying meaningful, revenue-generating search results. As the world enters a dynamic new era in internet technology and online marketing, GenieKnows' industry-leading search technology continues to provide innovative products and solutions to meet the ever-changing needs of the IT industry.

For General Information:

Please visit <http://www.genieknows.com> or contact: Media@Genieknows.com or 902.431.4847 Ex:111.

Advertising Solutions:

For Pay Per Click search listing sales information and advertiser support email:

advertiser@genieknows.com