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360Wichita.com Partners with Wichita Apartment Guide to Create Comprehensive Source for Wichita Apartments

Wichita, KS. Oct. 27, 2009 - 360Wichita.com and the the Wichita Apartment Guide have entered into an exclusive partnership to promote area apartments online and in print.

Wichita Apartment Guide will use 360Wichita.com as their new online presence, allowing their advertisers to use 360Wichita.com's comprehensive set of online marketing tools and interactive visuals as well as benefiting from additional exposure on the popular local site. The online marketing piece will be offered to all of Wichita Apartment Guide's advertisers and will replace the apartment guides current online apartment directory.

Promotional pages in the Apartment category on 360Wichita.com will be sold exclusively through Wichita Apartment Guide, with options for online advertisers to also be featured in the Wichita Apartment Guide publication which is distributed quarterly to hundreds of locations in the Wichita area.

The partnership will enhance both companies' exposure in the community and give consumers one comprehensive, detailed and up-to-date source for apartment info, online at 360Wichita.com and in print in the Wichita Apartment Guide. Promotional pages for the Wichita Apartment Guide's current print advertisers will begin appearing on 360Wichita.com during the next 3-4 weeks, with approximately 100 apartments being added in total.

Wichita Apartment Guide is operated by Wichita based Savage Inc, who also publishes directories in six other cities including Lawrence and Topeka. The partnership may be extended into these markets through the licensing of directory software provided by 360Wichita.com's parent company, 360Directories.com

The 360Directories software will allow Wichita Apartment Guide's clients to manage their online advertisements themselves, create coupons, e-mail newsletters and publish jobs and events. The software, will also allow Savage Inc. to manage each web site, produce and manage content for their clients and distribute data more effectively across the internet.

360Directories and 360Wichita.com are based in Wichita, Kansas. The 360Directories software allows entrepreneurs, traditional print publishers, media companies, civic groups and associations to establish and maintain a local web directory with online marketing, promotional and site management tools.

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