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360Directories adds Facebook Connect

Wichita, KS. April. 28, 2010 - 360Directories.com has made online marketing easier for local businesses and 360Directories software clients with Facebook Connect, a new feature that allows businesses to post content from their directory promo pages to Facebook.

Since 2005, businesses on 360Directories.com sites (such as the flagship site 360wichita.com) have had the ability to create and post coupons, promotions, jobs and events on their own via the 360Toolbox administrative tools. With just a few clicks these items can now be instantly posted directly to the business' Facebook page as well.

The Facebook Connect feature will reduce the time businesses have to spend logging in and creating the same content on multiple sites. It also makes it easy to inform local consumers of specials, coupons, jobs and events on the massive Facebook network. With more than 400 million users, Facebook has become a powerful communication tool for consumers and businesses alike.

Facebook Connect was added to all 360Toolbox accounts Wednesday, April 28, at no cost to businesses.

With the addition of Facebook Connect, 360Directories.com now distributes each business coupon, promotion, job and event to six sources, the respective directory site, mobile site, iPhone app, Facebook, via email to site subscribers, to RSS feeds that are read on web pages and mobile devices.

The 360Directories software allows entrepreneurs, newspapers, media companies, civic groups and associations to establish and maintain a local or targeted web directory with a comprehensive set of online tools. At a local level, the software allows business owners, association members and advertisers to build and/or enhance their web presence with online marketing tools and showcase their products and services with interactive visuals on the web, mobile and iPhone.

Wichita-based 360Directories.com is the parent company of 360ideas.com and 360Wichita.com. The 360Directories brand develops and licenses local directory software to entrepreneurs, newspapers, media companies, civic groups and associations. 360Wichita.com is an operator of a 360Directory site and a leader in local internet marketing. 360ideas provides custom web site design, online application development, search engine optimization and advertising services.

360Directories has no direct relationship with Facebook. To learn more about Facebook visit:
<http://www.facebook.com/press/info.php?statistics>

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www.360directories.com

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