

**VIAmigo Connects Global Travelers with  
Localized Personal Guides in Every Corner of the World**

*Travel Redefined with Insider Knowledge*

**SAN FRANCISCO —SEPTEMBER 12, 2007** — Launched today, VIAmigo.com assists global travelers in finding authentic, localized experiences and insider adventures by connecting them with “personal tour guides” everywhere around the world. The personal tour guides have a platform to introduce their services and provide insider information about how to get away from the popular tourist attractions and experience the secrets of a city and remote areas normally only enjoyed by locals. Traveler’s profit from their knowledge by having the kinds of experiences one often only reads about.

“VIAmigo.com helps people make one-to-one connections at the best travel destinations. We created a site that offers something that other sites on the web don’t. Not just information, but actual one-on-one guided experiences. You can find out first hand about the best things to see and do, information that you can only get from people who live in the place you’re dreaming of going,” says VIAmigo founder, Jeffrey Goldsmith.

“Usually, unless you know someone who lives in the city or find a helpful native in a tiny village, you would be unlikely to find some of the fantastic local haunts and beautiful natural spots which are off the tourist trail. The thinking behind VIAmigo is that we allow you to easily connect with professional guides and local cognoscenti. Everyone wants to go beyond the guidebook and package tour on their next trip, and now you can, whether you’re a business traveler with an extra day or an adventurer with a month to explore,” added Goldsmith.

**Key features of VIAmigo are:**

- An engaging tone which focuses on ‘real’ places and people who share the same interests from art and culture, to nature and sport, to shopping and nightlife.
- A simple way to contact guides with a message and details about the kind of experience you want to have.
- Ratings by other travelers who have gone on adventures with guides, and a contact form that allows travelers to ask fellow travelers for tips.
- A friendly, easy design which allows you to research in the way that you want to, whether it’s by country, activity, the scene that you’re interested in, or the specific experiences you want to have.
- Categories include wine, walking tours, diving, gay and lesbian interests, safaris, language immersion, fishing, food, shopping, history, local culture, bird watching, housing rentals and any kind of travel adventure you might imagine.

Prior to officially launching, VIAmigo signed up 1500 tour guides from every corner of the planet – with many more joining each day. From professional tourist guides, diving instructors, and archeologists to connoisseurs of every sort, all are posting what they know, first-hand knowledge that make travel experiences more enriching.

“When I lived and traveled in my twenties in Mexico, Japan and France, the thing that struck me was that the people made the place,” adds Jeff Goldsmith. “The people I met on the streets of Tokyo, in the villages of the Pyrenees and on the beaches of Tulum, are who made my experiences special. VIAmigo.com delivers that great social dynamic to travelers everywhere – and to locals who want to be their guides.”

## **About VIAmigo**

Founded by a senior creative from the online advertising world, noted journalist, and entrepreneur, VIAmigo is a privately held company based in San Francisco. VIAmigo is a simple way for global travelers to find adventure and culture, by connecting with like-minded people. And where local city guides from around the world can offer up their informed familiarity with a city. From official tourist guides to fishing boat captains, culinary experts, licensed mountaineers to gallery owners, VIAmigo directly connects global travelers with personal guides in both the most popular, and the most remote corners of our planet.

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