



For Immediate Release...

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## **SNEAKYSUNDAY.COM Launches All-New, Unique Nightlife Site**

**ATLANTA** - Go out on a school night. In the fall of 2007, SneakySunday.com introduced a brand-new, free site for navigating nightlife options around the country each day of the week -- not just Fridays and Saturdays. Now, this April 1, 2008, Sneaky Sunday will officially launch not only their .com in 60+ cities with all new features but also their video site with original programming and productions called SneakySunday.tv

Unlike similar sites that highlight only weekend hotspots, SneakySunday.com provides real, honest and unbiased recommendations on the premiere bars, clubs, restaurants, live music venues, hotels, shopping and leisure spots that are hopping on, say, a Monday. Or a Wednesday. As well as Friday and Saturday.

Looking for the best singles scene in Atlanta on a Tuesday night? The best comedy on New York's Upper West Side on a Sunday night? You'll find it on SneakySunday.com, thanks to original content provided by the website's nationwide network of night owls. It's all neatly packaged in a sharp, user-friendly site.

"We started SneakySunday.com because we were tired of all the clutter and nonsense on the Internet," said Paul Broft, the Atlanta-based CEO of SneakySunday.com. "We knew we had a network of like-minded people around the country, and even the world, and that there had to be a formula that could work."

One of the five co-founders of Sneaky Sunday is Atlanta's own Dean Roland, guitarist for the multi-platinum rock band Collective Soul. "Sneaky Sunday is a logical extension of my travels touring with the band for over a decade and it's something I wish had been around long before," said Roland. "Our mission now is not only to grow the service, but also to preserve the integrity of the site and its content as we attempt to revolutionize the way people get access to high-quality unbiased, uncensored recommendations and information. We have been testing the site for a couple of months now and are ready to have the whole country use us as a credible resource."

For those looking for video snippets and insider access to the hottest spots in each city there is SneakySunday.tv. The .tv site is a short-form, documentary style, video review site that provides entertaining and insightful highlights for many of Sneaky Sunday's destinations. Headed up by Brian Hall (MTV's The Real World, The Simple Life and others), SneakySunday.tv has already filmed and edited more than 100 clips of the hottest clubs, restaurants, and bars from around the country.

SneakySunday.com will be launching their new and improved site April 1<sup>st</sup> along with their video counterpart SneakySunday.tv. The main site will feature 60 cities: Atlanta, Boston, Charlotte, Cincinnati, Columbus, Dallas, Jacksonville, Los Angeles (Westside), Memphis, Nashville, New Orleans, New York (Upper Westside), Orlando, Philadelphia, Phoenix, Providence, Raleigh, San Antonio, Tampa and Washington DC.

For additional information, please visit [SneakySunday.com](http://SneakySunday.com) and [SneakySunday.tv](http://SneakySunday.tv)

SneakySunday.com promises: whatever you're into, it's going on tonight, and we'll help you find it.

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