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Local Start-Up Launches Internet's Largest California Guide & News Site

For Immediate Release, TEMPE, Arizona (November 2, 2009) – Valley-based PackFlat Projects, LLC, a start-up that specializes in unique web and print content, announced today the launch of CaliforniaGuideBook.com, the largest resource on California travel and news in existence. The site features in-depth personal narrative reviews of every attraction, entertainment offering, shop and restaurant in nine California theme parks, including Disneyland Park, Disney's California Adventure, Knott's Berry Farm, Universal Studios Hollywood, Six Flags Magic Mountain, Legoland California, SeaWorld San Diego, San Diego Zoo, and The San Diego Wild Animal Park. It also offers reviews and information on sports, beaches and points of interests in San Diego, Orange County, Los Angeles and San Francisco.

"We are very proud to have created the most comprehensive, easy-to-use resource on California travel and news ever assembled, either online or in print. Our visitors have access to in-depth reviews of over 500 attractions and points of interests at their fingertips, created from a viewpoint of knowledge and experience", said PackFlat Projects co-founder and CEO William J. Nash-McAdam. The attraction reviews are broken down to include attraction type, general description, knowledgeable review, touring tips to help avoid lines, and family information – letting guests know how certain age groups, such as children and seniors, have responded to the attraction. In addition to this, constantly-updated pages on entertainment offerings and attraction closures in the theme parks help visitors prepare for their trip in advance and in real-time; a unique feature, the Project Watcher, keeps guests up-to-date on coming attractions, including the \$1.2 billion expansion of Disney's California Adventure.

“Regular visitors to the site will benefit just as much as the occasional traveler with the wealth of information and updates at hand. Our unique system and commitment to the site ensure that our information will always remain accurate and offer up-to-the-minute advice to California visitors; no other resource out there delivers on this level”, Nash-McAdam stated.

PackFlat Projects, LLC, is a start-up based in Tempe, Arizona. They are dedicated to addressing unmet needs in print and online and creating unique web content to make the internet a more resourceful place. In addition to Nash-McAdam, a local Valley author and entrepreneur, PackFlat Projects is also operated by Chief Visionary Officer Brandon M. Willey. In addition to his role at PackFlat, Willey is Chief Executive Officer of Tempe-based redPear, an internet technologies company specializing in websites, iPhone apps and web-based software.

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