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Joint Press Release

**TotalPaas and MainStreet Media Join Forces to
Capitalize on Local Web Content**

– Social Media Marketing Platform Delivers Community Content and Local Ads –

GILROY, CA and PALO ALTO, CA (December 16, 2010) - - - Anthony (Tony) Allegretti, MainStreet Media President and CEO, today announces a share revenue partnership with Palo Alto, California-based TotalPass, America's pre-eminent local social network solution provider for media companies.

The strategic partnership will enable MainStreet to capture new revenue opportunities within the framework of an innovative, interactive local community website providing "hyperlocal" content and a new way for newspaper readers and advertisers to connect and engage on a local social network. Allegretti, last year's California Newspaper Publishers Association President, said his company's newspaper, the Amador Ledger Dispatch, is rolling out the service in a beta test format with a plan of implementing the system at several other MainStreet news organizations.

Allegretti, a visionary newspaper industry leader who was recently honored as CNPA's Justus F. Craemer Newspaper Executive of the Year, said he was excited about the opportunity to bring TotalPaas technology to his company.

"The latest report by BIA/Kelsey projected the US local online advertisement to reach \$23B by end of 2011," said Allegretti. "It is one of the fastest growing arena for advertising revenue, experiencing a 26% growth rate this year. Newspapers have a significant advantage as the #1 local trusted source. We are making the necessary adjustments to our business model to enjoy a share of this market," said Allegretti. "With TotalPaas, we look forward to quickly rolling out several unique revenue models, specifically designed for the untapped small local businesses

through the power of social networking. The TotalPaas team empowers us behind the scenes rather than burdening us with the technological complexity and large upfront costs normally encountered when implementing customized solutions."

Ledger Dispatch Publisher, Jack Mitchell, spearheaded the alliance with TotalPaas to enhance the award-winning coverage of his publication, while giving residents a platform to actively participate in the community news gathering business on their own. "It's a win-win for everyone," said Mitchell. "Local residents can upload their own announcements and information to the site in real time, notifying the community about upcoming events, or news-worthy happenings and discuss issues at any time. The site empowers everyone to have a local voice."

"Local advertising dollars represent a significant untapped online revenue stream for publishers," said TotalPaas Chief Executive Officer Tami Tran. "We work with publishers to provide a simple yet powerful social network solution for all businesses to effectively engage with their geocentric targeted audience. Publishers have been the heart of our communities, and our job is to remove the technical barrier for them to expand their leadership role. We measure our success as publishers thrive to become the top online destination in their communities."

For more technology information visit: www.totalpaas.com

About TotalPaas

TotalPaas offers the innovative hyper-local social network solution and automated advertisement platform for media companies to convert local content and advertising assets into revenue.

About Mainstreet Media

MainStreet Media Group is comprised of creators of hyper-local communication conduits, both in print and online. MainStreet Media Group serves 48 demographically rich California communities through traditional newspapers, alternative magazines, various niche publications, and dynamic web sites.