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## **Tyloon, Inc. Launches the Multilingual Business Search Engine for China**

San Jose, CA **Tyloon, Inc.**, the El Monte-based internet company which created and runs Tyloon.com, is pleased to announce it has officially launched its China-based Business Search Platform (Beta).

Here is the site URL: <http://china.tyloon.com/index.html/en>

The launch will be made at the **Search Engine Strategies 2007** Conference and Expo at the San Jose Convention Center in San Jose California on August 20, 2007.

The Tyloon China business search platform has 12 million Chinese businesses listed. For the first time ever users can search them in English, Spanish, Traditional Chinese, Simplified Chinese, and Chinese Spelling, or a mixture of these. It is the first of its kind.

There are quite a few Chinese yellow pages out there but none of them allows users to search nationwide China businesses in multiple-languages as Tyloon China does. Unlike yellow pages where search results are usually restricted to a small area, such as a single city or zip code, the Tyloon China search platform gives users nationwide plus regional search results (by country or Province) as well as local business information (by zip code, city, or phone area code). Even search engine giants have not solved the issue of how to search another country's business information in one's own language yet.

"You would get very few China business search results on major search engines if your search keywords are in English or Spanish. Just as searching USA-based business information in Chinese would yield very few results from major search engines," Barry Su, the President of Tyloon, Inc. says. "That's because very few China business websites are in English and Spanish and very few USA business websites are in Chinese—so there is no way for search engine spiders to collect this kind of information for searchers."

China is the fastest growing economy in the world, plays a vital role in import and export, and is a global manufacturer. The Tyloon China business search platform enables the "outside world" to search for Chinese businesses, manufacturers, hotels, restaurants, *anything*, in their own languages—easily and conveniently.

It is expected that Tyloon China will become a most useful online tool for visitors who plan to attend the Beijing 2008 Olympic Games to be held from August 8th to the 24, 2008. This will be a challenge as well as an enormous opportunity.

Tyloon USA (<http://www.tyloon.com>) was officially published at the end of 2005. At that time, in its first press release, Tyloon, Inc. expressed the ambition that both the Tyloon USA and Tyloon China platforms would grow “to become a major multilingual commercial information bridge between the USA and China” promoting the economy of the two countries. Today’s announcement represents an enormous step in that direction.

What’s next for **Tyloon, Inc.**?

1. We will implement the Tyloon USA platform’s Merchant Service System into the China search platform and make it “e-commerce enabled” so that Chinese businesses will be able to display details about their products and services in order to more effectively promote them online.
2. It is our intent to further improve the multilingual business search capabilities *plus* add additional languages, up to 12 major languages.
3. We will roll out more platforms for more countries. Our target? A total of eight nations by the end of 2007. (These would be Canada, U.K., Germany, France, Spain, and Brazil.)

**Tyloon, Inc.** is currently looking for partners in USA and China to assist in developing those markets as soon as possible. With an eye to the future the company is also looking for partners in other countries. International commerce demands easy accessibility and Tyloon’s multi-lingual business search platforms will help both consumers and businesses to target mainstream as well as niche markets at the same time.

Please contact Juan Yanez Carrera, V P Marketing, Tyloon, Inc. for additional information.

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