

NEW WEBSITE GIVES PEOPLE A REASON TO STAY UP ALL NIGHT

2itch.com brings the all-night life to its viewers

After receiving a generous amount of support with its beta version, the makers of 2itch.com unveil a new and improved site offering all things open 24 hours. The beta version displayed a large Google map upon entrance to the site, displaying all 24-hour locations labeled with icons according to their category (i.e. restaurants, services, hospitals, etc.) The new version includes some of the same features as the beta, but provides more user-friendly functions and a completely new layout design.

LOS ANGELES, CA--October 27, 2008 –LA-based web designer, Eglin Duong, today launched a new and improved version of his website displaying all things 24 hours, 2itch.com. The site is a type of Google Mashup, or web application that combines cartographic data from more than one source into a single map. The site originally launched its beta version in April 2008, and after being featured on various blogs such as Lifestacker.com and Makeuseof.com, decided to rework the site and add increased data and functionality for web viewers.

The idea for the site was sparked by Duong's desire to find stores and restaurants that would be open late at night. He, himself, is a night owl, finding that he can work best when the rest of the city is asleep. That curiosity led to the creation of a venue to list places that simply didn't close at all.

2itch.com's beta version originally started with over 2,000 locations in the Los Angeles and Orange County area, Seattle, and New York. The new version will include Chicago and the San Francisco Bay Area as well as feature easier commenting, viewing, and adding capabilities. The new site also allows users to add locations internationally. 2itch.com offers its users access to thousands of locations open 24 hours and the ability to add their own locations without the need for registration.

During the past few months, 2itch.com has been featured on several web blogs, including Lifestacker.com, which called the site "a great resource for travelers, city dwellers, and night owls." 2itch.com was named "mashup of the day" by the Mashupawards.com site and was also featured on Killerstartups.com, calling it "one of the most useful sites I've come across in a long time."

2itch.com is a comprehensive site displaying information about all locations open 24 hours in many metropolitan areas across the United States. The site includes various locations such as hospitals, food, grocery stores, services, and activities that are available 24 hours a day and allows users to add locations to the list and map. 2itch.com has been in operation since April 2008 and currently lists nearly 4,000 locations across the US. For additional information on 2itch.com (or for a screenshot), contact Jeannette Perez or visit www.2itch.com.

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