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Hometownlife.com, the por-tal web site for the Farmington Observer, registered record usage for the month of April 2003, according to Dan Sutton, HomeTown Digital

2003, according to Dan Sutton, HomeTown Digital General Manager. Total site hists for the month were 20,263,358, nearly double the hist registered last December, while total site page views were 2,575,439, up 17 percent from March 2003. A more meaningful statistic, according to Sutton, is the total number of unique visits to Hometownlife.com. In January, 2003, the site registered 463,430, up nearly 5 percent from March.

To see usage gains of this sort on our site is unprecedented, said Sutton. We are offering a site that brings to Web users the very best of our local hometown newspapers and telephone directories, together with the 24x7, fully searchable

capability of the Web. This is obviously very attractive to our

capability of the Web. This is obviously very attractive to our audience.

'Through our sister company, the Farmington Observer, we're also offering digital upgrades for people advertising in the newspaper. These are offer an advertiser great extended reach at a very small price. I suggest you check with your sales representative for detailed information and prices. Hometownlife.com is the main Web presence for the Observer & Eccentric Newspapers. It includes local news items from the Farmington Observer, as well as classified ads and retail advertising from the paper. The site also includes fally searchable lists of advertising from the other O-plus community newspapers in Michigan published by Home Town Communications.

Network, and as well search-able ads from telephone direc-

tories published by sister company, Michigan Directory Co.
The site offers links to help wanted classified ads placed by employers in HomeTown newspapers. Total help wanted ads viewed this April were 299,923, up 33 percent from March. With the labor market being what it is, now is a good time for employers to upgrade their staff, according to Sutton. "When lots of people are looking for good jobs, the help wanted advertising on our site offers lots of local jobs, right around the cormer."
The site also offers up a listing of up to date real estate

The site also offers up a list ing of up to date real estate offered for sale, downloaded regularly from the MultiListService computer files. For April, a total of 2,504,650 views of MLS real estate search results were

logged onto Hometownlife.com. A total of 250,465 detailed listing views

were registered in April and a total of 16,896 unique detailed MLS property listings were viewed by Web users interested in shopping for a home, Sutton and "This last number is extraordinary. It shows that menty 17,000 individual houses listed for sale were reviewed in detail by interested prospective buyers, all on our hometownlife com also offern (in the section called Market Place") ads from Hometownlife com also from the section called Market Place") ads from Hometown Directory Company's local Michigan telephone directories; a total of 695,416 at the page views were registered in April, up 19 percent from Mercories; a total of 695,616 at the page views were registered in April, up 19 percent from Mercories; a total of 1905,

month.

In addition to maintaining the Hometownlife.com site, HomeTown Digital offers custom web design/services, together with eBusiness Cards and eBrochures. The company be reached at (800) 989-4614 or at support@hometownlife.com townlife.com

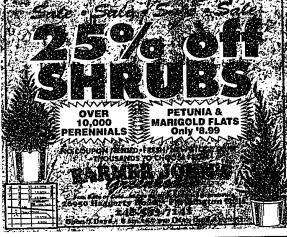
Observer's site registers record usage in April Barbers honored as volunteering's 'elite'

Paul and Fern Barber were honored as the 2003 Citizen of the Year by the Farmington Area Jayces Thesday. "We had many qualified northnees," said Jaycess Citizen of the Year Committee chair-woman Valerie Knol.

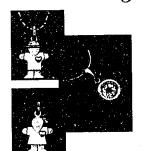
of the Year Committee chairwoman Valerie Knol.
Representatives from the
cities of Farmington and
Farmington Hills and the
Farmington Public School
District were on hand as well
as the Jaycees members,
friends and family to honor the
Barbers, who voluntered their
time for the past 37 years to
support the arts and music and
well-being of the community.
State Sen. Gilda Jacobs was
also in attendance.
"I think volunteerism is the
most important thing we can
do," she said. "It's where the
rubber meets the road."
She presented the Barbers
with a certificate from the state
Senate.

Farmington Hills Mayor
Nancy Bates also spoke.
There's volunteering, site
said, and then there's the
Barbers who have gone above
and beyond by serving on
dozens of committees and at
events in the community.
"Years from now the fruits of
their labor will still be seen in
this community," she said.
"We hope you two come back
and see what's sprouted from
the many seeds you've planted
here."
Farmington Mayor Jim
Mitchell said the Barbers were
in an elite group of volunteers.
Deputy School
Superintendent Sue Zurvales
said she couldn't imagine two
more deserving people to be
named Citizen of the Year.
She pointed out the districts
school board recently received
a national Kennedy Center
award in praise of its outstanding support of high quality arts
and education.
"That is a direct credit to the
Barbers," Zurvalee said.









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