

## **Popular Los Angeles Online Magazine LA2DAY.com Unveils Fresh New Features**

*The online Los Angeles lifestyle magazine, LA2DAY.com, has unveiled a more user-friendly and customizable website.*

January 6, 2009 (FPRC) -- LOS ANGELES, CA -- The popular Los Angeles lifestyle magazine LA2DAY.com announced that it has re-launched its website with a new design and enhanced features better serve its readers. Based on reader feedback and requests for better navigation, the fresh new design of LA2DAY.com is now even more user-friendly and allows readers greater flexibility when searching for key words and phrases.

The Los Angeles fashion and lifestyle magazine LA2DAY.com is one of the first resources of its kind to exist solely on the Web. The online publication targets both seasoned LA residents and visitors who are seeking exciting and unique experiences in the dynamic city. Covering the premier elements of the essential Los Angeles lifestyle, including nightlife, health, fashion, dining and more, LA2DAY.com is a popular resource dedicated to providing sophisticated, magazine-style content combined with the convenience of the Internet.

"We are so excited to unveil the re-design of LA2DAY.com. The new eye-catching, user-friendly website is both more visually appealing and also provides greater functionality for keyword searching and customizable interface for a more personalized experience for our readers," says said Tim Verbeek, CEO of LA2DAY INC. (<http://www.LA2DAY.com>).

The re-design of LA2DAY.com includes many upgraded features, such as a wider and overall lighter design. The new white background is friendlier on the eyes by providing an easier medium for reading. Additionally, the re-design of LA2DAY.com includes enhanced dynamic navigation with tags, allowing readers to conveniently mix and match columns, themes, budget range and area, resulting in the most precise and relevant content available. Along with its fresh, new look, LA2DAY.com also expanded its columns to better serve its out-of-town readers. The new website now features a special travel section with customized travel tips and destination information for every budget.

In addition to the visible changes to the website, the re-design also has several functional purposes for the LA lifestyle magazine. For added protection, the new versatile design now includes added back-end security features. Additionally, the re-design provided the opportunity for LA2DAY.com to upgrade to the latest version of software platform available.

With the success of LA2DAY.com, the online publisher is expected to expand into other popular travel markets by early next year. Plans for a New York City-based website NY2DAY.com, as well as a French-focused website RIVIERA2DAY.com, are currently in the works.

"LA2DAY.com was re-designed with our readers in mind. We want our readers' online experience to be easy, exciting and enjoyable. With the changes LA2DAY.com has recently made, I think we have exceeded even our own expectations," says Verbeek.

About LA2DAY.com: LA2DAY.com (<http://www.LA2DAY.com>) is a Los Angeles lifestyle magazine

committed to highlighting the undiscovered gems of the city and surrounding area. Targeting both LA residents and weekend visitors, LA2DAY.COM is the place to find fun and unique tips for Los Angeles area nightlife, health, fashion, Los Angeles restaurants and dining reviews, adventures, hotspots and more.

**Contact Information**

For more information contact Marlon Ray of LA2DAY.com (<http://www.la2day.com/>)  
1-310-347-7915

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