

# Monday blues?

Mondays just got interesting  
with the first ever real-time guide  
[mondaynightout.co.uk](http://mondaynightout.co.uk)

Cutting-edge website [mondaynightout.co.uk](http://mondaynightout.co.uk) (MNO) is for anyone who wants to be kept up to date with what's going on in Brighton and Hove. Borne from a vision by Dave Holmes and John Mackenzie, MNO uses communication tools that represent a new era in online guides.

By registering a few details and selecting your favourites you become a MNO VIP. This entitles you to receive free real-time updates and offers with a guarantee of no spam.

When asked 'why Monday?', Dave replies: "The concept started as Monday as working patterns have changed and a lot of people now work at the weekends. We did extensive research and were surprised how much was on offer with very little promotion. Once we started building the site we realised the unique technology should also be used for any night of the week."

The clever bit is the communication tool. This means that when Partners update their advertisement it is possible for MNO VIPs to see what the latest promos are by logging in to their favourites. As soon as MNO's Partners update their details/offers they go to the top of the listing. "This ensures everything is fresh and up to date," says John. "Having looked at some of the other free sites there is little incentive for this and no clarity, so the public have to wade through a plethora of uninteresting out of date information. We simply do all the work for you." [www.mondaynightout.co.uk](http://www.mondaynightout.co.uk) is launching soon. Register now for a chance to win £100.

Press article from  
our pre-launch campaign.