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FORMER HAVAS CFO, JACQUES HERAIL, JOINS LSF NETWORK GROUP

South San Francisco, Wednesday, May 17, 2006 - LSF Network, one of the world's leading global integrated lead generation groups, today announced that Jacques Herail has joined its management team as executive vice president, chief operating officer for international operations and chief financial officer.

Herail joins the LSF Network Group from Havas, the advertising conglomerate comprising Euro RSCG Worldwide, Arnold Worldwide Partners and Media Planning Group, where he was executive vice president and CFO. During his 20 year tenure at the agency, Herail supervised over 200 acquisitions and was instrumental in growing the company to become the fifth largest advertising agency with 15,000 employees worldwide. Herail was also responsible for floating Havas on Nasdaq, in addition to its listing on the French stock exchange.

"It is a tremendous opportunity for LSF Network to hire someone of Jacques' caliber and experience. His guidance and network will help our expansion as a leading online marketing agency," said Daniel Laury, chief executive officer of the LSF Network Group.

Online advertising revenues set a new record of \$12.5 billion in 2005, up 30 percent over \$9.6 billion in 2004. (Source: *Interactive Advertising Bureau and PriceWaterhouseCoopers, April 2006*).

"Marketers today are demanding higher ROI for their budgets, and few traditional direct marketing methods provide the targeting, returns and accountability of the Internet," said Herail. "I am very pleased to be joining LSF Network which is leading its field in delivering pay-for-performance online marketing campaigns for big and small brands alike."

LSF Network generates online leads, customers or revenues based on its clients' objectives. It also provides an outsourcing solution for direct clients and advertising agencies. LSF Network differentiates itself by bringing qualified customer leads to its clients on a pay-for-performance basis by leveraging all of the internet's major distribution channels - including a broad selection of publishers, search, email and its own web properties which include over sixteen million registered users.

"In our experience, senior executives want to increase online revenues, often without increasing their total marketing budget," added Laury. "We meet that need by delivering the leads, customers or revenues they want, and allowing them to pay only for the results we achieve. It's a compelling solution that cuts both their cost and risk of acquiring new customers."

Herail commences at the LSF Network Group effective immediately. He is based out of the Group's European offices.

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The LSF Network Group

About LSF Network Group

Since 1999, the LSF Network Group has delivered integrated online campaigns for some of the world's best brands. Working directly with advertisers and with their agencies, LSF Network delivers customer leads on a pay-for-performance basis to large and small brands through all of the Internet's major distribution channels - including an affiliate partner network of 150+ publishers, search, e-mail and our own web properties which include over 16 million registered users. For more information, visit www.lsfnetwork.com or call (650) 616-3909.

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