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LSF Interactive and Award-Winning Consulting Firm Aaronson Group Form Strategic Alliance

Partnership will Deliver Personalized Consumer-facing Solutions to Multi-channel Direct Marketers and Online Groups

SOUTH SAN FRANCISCO, Calif. – **[PR Newswire] –November 24, 2007** LSF Interactive, the pay-for-results interactive web marketing agency, today announced a strategic partnership with The Aaronson Group, an award-winning full service consulting company specializing in multi-channel user experience and personalization. The two companies will jointly market personalized consumer-facing solutions to multi-channel direct marketers and online groups.

The Aaronson Group is well known in the personalization space for creating highly interactive user experiences that breed customer loyalty. Previous Aaronson Group projects include interactive configurators and personalization projects for Barnes&Noble.com and advanced attribute-based browsing interfaces for ShopNBC.com. CEO Jack Aaronson is known in the mass customization space (such as products that require configurators, like customized shoes) for stressing the importance of highly personalized interfaces for mass customized products. He has keynoted the “World Congress of Mass Customization and Personalization” in Germany, and has authored a chapter in the just-published book “Mass Customization: Concepts and Applications.” Additionally, Aaronson writes the ROI Marketing column for ClickZ.com and is working on his own book about customer loyalty and the science behind loyalty programs. Clients of The Aaronson Group include Fingerhut, Lincoln Financial Group, ShopNBC.com, Barnes& Noble.com, WeightWatchers.com, Oakwood Worldwide, Bank of America, and Dell Computers.

The partnership with LSF Interactive will enable The Aaronson Group to leverage LSF Interactive’s integrated online lead generation solutions – Media Planning, Creative Services, Media Buying, Campaign Execution & Tracking and Reporting– to create rich, visually personalized, interactive experiences that grow revenues and cut production costs.

“Many retailers now offer products that can be customized online by users. LSF Interactive’s model allows us to deliver cost-effective consumer-facing personalization campaigns more quickly than was ever possible.” states Jack Aaronson, CEO of The Aaronson Group. “It’s a great match-up for our customers.”

LSF Interactive is a leading integrated web marketing agency that leverages all Internet channels to deliver customers to corporate clients on a pay-for-results only basis. The model offers a risk-free and measurable advertising alternative to companies and CMO’s who need to be accountable of their return on investment.

“Our alliance with The Aaronson Group is very promising,” states Daniel Laury, CEO of LSF Interactive. “The Aaronson Group’s multi-channel and direct marketing expertise combined with our full-service approach allows us to deliver a comprehensive offering to our joint customers.”

About The Aaronson Group

The Aaronson Group is a full-service consulting company specializing multi-channel user experiences. The Aaronson Group works with companies to increase loyalty and satisfaction among their customers, increasing their profitability by providing a seamless multi-channel user experience. The company offers strategy, design and implementation services across all customer-facing channels and direct marketing efforts. CEO Jack Aaronson is a well-known

author and thought leader in the marketing industry, writes a multi-channel marketing column for ClickZ.com and has been published or featured in most major marketing magazines. Clients of The Aaronson Group include Lincoln Financial Group, ShopNBC.com, WeightWatchers.com, Bank of America, and Dell Computers. More information about The Aaronson Group is available at www.aaronsongroup.com.

About LSF Network, Inc.:

Founded in 1999 and headquartered in San Francisco, LSF Network is a global integrated 90-person media group specialized in performance based online marketing. The company operates a publishing division and an interactive marketing agency.

LSF Publishing operates several advertising-based consumer oriented websites which have consistently ranked amongst the world's most trafficked sites in their categories.

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See www.lsfnetwork.com and www.lsfinteractive.com, or contact Barbara Niles bniles@lsf-corp.com (650) 616-3190 for additional information.

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