

Press Release

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**SCOTT REWICK APPOINTED CHIEF EXECUTIVE OFFICER OF LSF
PUBLISHING**

*Former Netblue Co-Founder to Run LuckySurf and Other LSF Web
Properties Worldwide*

SOUTH SAN FRANCISCO, CA, JULY 17, 2007: The LSF Network Group, a leading global lead generation company, today announced that Scott Rewick has joined its executive management team as CEO of LSF Publishing. In his new role, Rewick is responsible for all of LSF Publishing's domestic and international properties, including LuckySurf, which was named by Media Metrix as the world's Number One online lottery destination, MySurfPoints, a rewards destination site, and LSF Publishing's Marketplace, a global advertising network.

Rewick joins LSF Publishing from NextInternet, a diversified collection of online properties, including email list

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management, desktop applications, dating and affiliate networks, which he co-founded in 2005.

Scott Rewick, who also co-founded Netblue (now Connexus with \$200MM a year in annual revenues) and MetaReward, which sold to Experian (EXPN) for \$30MM, is considered a leader in consumer online direct response. While at Netblue, Scott served as Senior Vice President of Business Development and managed the company's online media buys in excess of \$5M per month. In 2005, Netblue merged with VendareMedia, to create Connexus, a multi-channel network with extensive online reach. MetaReward, a leader in online customer acquisition, was one of the earliest Affiliate Networks. Scott served as Vice President of Business Development, and was responsible for managing all aspects of a quickly growing affiliate network. Born and raised in Silicon Valley, Scott graduated from the University of Southern California with a business degree.

"Scott is the talented leader we were looking for. His experience and business acumen will without doubt be a major boost to our LSF Publishing operations," noted Daniel Laury, President and CEO of the LSF Network Group.

"I am excited to join this well known and reputable company that has shown resilience during the difficult times of the Internet and is now growing fast again," said Rewick. "LSF Publishing

operates several large web properties and my role will be to expand them and position LSF Publishing as one of the web's largest publishers of advertising and promotion-based content."

LSF Publishing operates more than 10 online lottery sites including LuckySurf and PCHLotto, several premium sites and a popular reward destination, MySurfPoints. LuckySurf features a daily chance at winning One Million Dollars in cash and points by matching up to seven of 50 numbers. To date, LSF Publishing's sweepstakes sites - with more than 20 million subscribers - have awarded tens of millions of dollars in cash and prizes to millions of winners, including five One Million Dollar winners. LSF Publishing is a rapidly growing online direct marketing company deriving its revenues through lead generation programs and fees associated with the subscription based sites.

About the LSF Network Group

Founded in 1999, the LSF Network Group is a pioneer in on-line precision marketing. From the very outset, LSF Network's core strength is its ability to continually deliver high-quality traffic to meet or exceed customers' lead generation and web-marketing targets. Working directly with advertisers and with their agencies, we bring qualified leads or customers to our clients through all of the Internet's major distribution channels including an affiliate partner network of hundreds of

publishers, search, e-mail and our own web properties which include over 20 million registered users. Today, the LSF Network Group drives high volumes of qualified customers and leads for big brands on a pay-for-results basis. The LSF Network Group is comprised of LSF Publishing, which develops and operates high trafficked web properties and LSF Interactive (www.lsfinteractive.com), which is an integrated global pay-for-results web marketing agencies that leverages all of the digital marketing channels to deliver customers and leads to its corporate clients. Headquartered in South San Francisco, CA, the LSF Network Group has operations in Europe and India and employs approximately 90 people worldwide. Please visit www.lsfnetwork.com or call (650) 616-3190.

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