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LSF Interactive to Sponsor First Twitter Conference
Support Underscores Agency's Commitment to Social Media

San Francisco, CA – May [date] – LSF Interactive, the leading global online performance marketing and advertising agency, announced today that it is a media sponsor of 140: The Twitter Conference.

The 140 conference is the world's first event dedicated to both the business users of Twitter and the developers who build for the platform. 140 will include presentations by four current Twitter developers and a preview of seven new Twitter applications.

“As an online marketing agency, we recognize the significant impact that Twitter is having on advertising and communication. Our approach is based on minimizing risk and maximizing results for advertisers and we support Twitter as an innovative way for people to connect,” said Daniel Laury, founder, president and CEO of LSF Interactive.

Twitter is the popular service that lets millions of users send frequent, short (140 character) updates to “followers.” Twitter currently has over six million users and a triple-digit growth rate.

Twitter has become increasingly important in today's challenging economy, in which marketers face shrinking budgets and need to reach consumers in cost-effective ways.

According to Forrester Research, Twitter is “uniquely valuable to marketers because it's more immediate and interactive than any other digital channel.”

Alex Payne, API Lead at Twitter, Inc., will give the opening keynote, “The Business Value of Twitter,” and will provide several real-world examples of how the Twitter API is delivering results for organizations of all sizes.

The conference will be held on May 26-27, 2009 at the Computer History Museum in Mountain View, CA. More details can be found online at <http://parnassusgroup.com/twitterconference/>

About LSF Interactive

LSF Interactive is the leading global online performance marketing and advertising agency. We help clients leverage the Internet using a proven pay-for-performance model that minimizes risk and lowers marketing expense while it delivers substantially higher volumes per campaign and maximizes online conversions. Our clients are as diverse as automotive, consumer packaged goods, home improvement, medical, pharmaceutical, consumer electronics, publishing, and travel. The company employs 90 people worldwide, is headquartered in San Francisco, CA, and has offices in Boston, MA, Paris, France, and Hyderabad, India. For more information visit <http://www.lsfinteractive.com/>.