

A LSF Interactive Release

FOR IMMEDIATE RELEASE

Contact:
Ginna Hall
LSF Interactive
ginna.hall@gmail.com
617.576.6551

Bay Area Innovators Use Social Media to Mobilize Young Voters *Experts Present at Bay Area New Media Summit + Celebration*

San Francisco, CA – May 26, 2009 – Two local new media innovators presented their use of social media tools to mobilize young voters at the Bay Area New Media Summit + Celebration on Friday, April 17, 2009 in San Francisco.

David Peck, social media strategist for LSF Interactive, and Hooman Khalili, of CBS Radio Alice 97.3 and Hooman.tv, discussed the development and promotion of Khalili's popular video, "A Citizen's Cry," on YouTube. On a panel called, "How to Socialize Your Video," Peck and Khalili described the use of social media tools to increase awareness.

"Social Media played a huge role in the 2008 election and will continue to change politics. The success of this video shows the impact new media is having not only on politics but on society and business as well," said Daniel Laury, founder, president and CEO of LSF Interactive, the leading global online performance marketing and advertising agency headquartered in San Francisco, CA.

In a remarkable 28-day timeframe, the video, which targeted young voters, garnered more than five million views on YouTube, 3,741 ratings and 3,600 comments. The team leveraged key social media sites to create awareness of the video, forming groups on Facebook and featuring the video's creator on LinkedIn. The video received extensive coverage in online publications including BzzAgent, CNET, DailyKos, Café Press, Yelp and HuffingtonPost.

The video was also awarded YouTube rank #33 Most Responded (this Month), News & Politics and #36 Most Viewed (All Time), News & Politics.

The Bay Area New Media Summit + Celebration, presented by Netroots Nation and the Netroots Arts and Education Initiative, featured workshops and demonstrations by the Bay Area's leading technology and civic leaders on topics such as blogging, viral video, mobile campaigns and social networking.

About LSF Interactive

LSF Interactive is a leading global online performance marketing and advertising agency. We help clients from all industries 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. 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>.