

A LSF Interactive Release

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**Energy Industry to Explore Using Social Media to Connect with Clients**  
*LSF Interactive Expert to Present at First Marketing in the Oilfield Conference*

San Francisco, CA – July 10, 2009 – LSF Interactive, the leading global online performance marketing and advertising agency, announced today that its Social Media Strategist David Peck will address energy industry marketing professionals at the first Marketing in the Oilfield Conference: Making an Impact in Challenging Times in Houston, Texas on August 13, 2009.

“At the Oilfield Conference, marketing executives will explore solutions to the unique challenges facing the energy industry today, including the effective use of social media,” said Daniel Laury, founder, president and CEO of LSF Interactive.

David Peck, social media strategist, avid Twitterer (@davepeck) and blogger, will moderate “Leveraging Social Media” with panelists Deborah Buks, President, Ward Creative Communications, and Tommy Lyles, Communications Manager, Chevron Energy Technology Company. The panel will address how energy industry decision makers can effectively use social media to reach their clients and colleagues.

Peck has been active in new media and online communities since 2004. One of the early adopters of virtual worlds, he has helped build online communities for organizations including UC Berkeley, Coca Cola and Wells Fargo and has worked on social media projects for The Grammys, The Ozzy Osbourne Auction, George Lynch and NPR. CNBC and Current tv have profiled him for his innovative use of social media and online community building.

The panel is one of a series of presentations by Peck on the effective use of social media. He will also speak at the International Association of Administrative Professionals on July 8, 2009 in San Jose, CA; 140 | The Twitter Conference L.A. on September 22-23, 2009 in Los Angeles, CA; and DevLearn 09 on November 10-13, 2009 in San Jose, CA.

**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>.