

FRANCE 24

24 hour International News Channel

PRESS RELEASE

FRANCE 24, THE INTERNATIONAL NEWS CHANNEL, ENTRUSTS ITS COMMUNICATION LAUNCH BUDGET TO :

- KR MEDIA FOR OFFLINE
- LSF INTERACTIVE FOR ONLINE

Paris – October 5, 2006

The news channel France 24 has selected the agencies to be charged with managing its communications launch budget. It has assigned LSF Interactive, a division of LSF Network, for the online portion, and KR Media for the offline portion.

The objectives of both the online and offline communication campaigns are to raise awareness for the channel and generate qualified traffic for its websites and media outlets. The scope of the brief covers all the geographical zones of distribution and all available channels of distribution and communications.

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About LSF Network, Inc.

Founded in 1999, The LSF Network Group is a pioneer in online 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, the LSF Network Group brings qualified leads to its clients through all of the Internet's major distribution channels including an affiliate partner network of 150+ publishers, search, e-mail and its own web properties which include over 16 million registered users. Headquartered in South San Francisco, CA, the LSF Network Group has operations in Europe, and India. Please visit www.lsfinteractive.com or call (650) 616-3185.

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