



LSF Interactive Acquires Equity Stake in 15miles

Partnership Expands Local Search Advertising Expertise

SAN FRANCISCO, CA (June 7, 2011) – LSF Interactive, <http://www.lsfinteractive.com>, a global online marketing and media buying company, announced today it has entered into an agreement to acquire an equity stake in 15miles, a leader in local, mobile and social marketing solutions. 15miles will add approximately 30 brands to LSF Interactive's client roster.

"Our investment in 15miles significantly enriches our ability to provide global brands and retailers with unparalleled local, mobile and social marketing services," said Daniel Laury, founder, president and CEO of LSF Interactive and LSF Network. "Additionally, 15miles' clients will benefit from LSF Interactive's stability and breadth of online marketing services."

"Partnering with LSF Interactive's expertise and resources enables my team to ensure our clients a seamless transition from TMP Directional Marketing. It is our intention to build on the leadership position we have developed over the past five years," said Gregg Stewart, President of 15miles.

This investment enables LSF Interactive to enter the local digital advertising space, one of the fastest growing digital marketing segments. According to BIA/Kelsey Group, local ad revenues are expected to reach \$153.5 billion this year.

Based in Redding, Connecticut, 15miles was formed recently by the former senior management team from TMP Direct Marketing/15miles.

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We provide enterprise level digital marketing services spanning from search to online media planning and buying, to social media and web design. [Request a proposal here](#) or call us at 1.877.728.4822 to learn more.

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About LSF Interactive

LSF Interactive is a technology-focused online marketing and media buying company that leads brands to dominate their industries and generate more revenue per campaign. LSF Interactive uses new generation customer-centered, integrated and results-driven digital marketing solutions and services managed by an experienced team of experts and supported by a state-of-the-art reporting platform. Headquartered in San Francisco, California, the 110-people strong LSF Interactive is a division of the LSF Network Group that has offices on two continents and manages more than 360 accounts worldwide including ClubMed, Warnaco (Speedo, Calvin Klein Underwear, Calvin Klein Jeans), Waterford Wedgewood, Royal Doulton, Lancome, Lenox, Dansk, Career Education Corporation, LSI, NetGear, LastMinuteTravel.com, Le Figaro and many more. For more information, please visit <http://www.lsfinteractive.com> and <http://www.lsfnetwork.com>.

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About 15miles

15miles is a leader in local, mobile and social marketing solutions for national and regional advertisers. Applying the management team's proven expertise and rich history in local search marketing to its services, 15miles offers a variety of solutions that includes social marketing, search engine optimization, pay per-click advertising, website design and development, Internet yellow pages, local business listing management and mobile solutions. For more information, please visit <http://www.15miles.com>.

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Questions? Call 877.616.8226
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