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**ORGANIC BOUQUET SHARES ONLINE CUSTOMER ACQUISITION SECRETS
AT ETAIL MID-MARKET**

South San Francisco, Friday, October 27th, 2006 – LSF Interactive, a full-service online marketing agency, invites online retailers and B2C companies to learn how to win customers and increase online revenue during eTail Mid-Market, the premier event for the online retail community, October 30th – November 1st, 2006 in San Francisco.

Online marketing expert Claudio Miranda, vice president of eCommerce at Organic Bouquet (www.organicbouquet.com), the market leader in organic flowers and a customer of LSF Interactive, will co-lead a series of roundtable discussions on search marketing with Daniel Laury, CEO and President of LSF Interactive. The sessions take place from 11:00am-5:00pm on Monday October 30th at San Francisco's Palace Hotel on New Montgomery Street.

"Search engine marketing is an extremely effective way to attract qualified buyers and increase online revenue," said Claudio Miranda at Organic Bouquet. "With the benefit of many years' experience, Organic Bouquet and LSF Interactive will share some of the pitfalls to avoid, and proven techniques to optimizing your online profit margins."

"Companies increasingly seek to attract online customers, yet eCommerce clients today are unaware of how to profitably manage the many online channels available, including search," commented Daniel Laury, CEO and President of LSF Interactive. "We invite e-Tailers to discover the secrets to maximizing customer acquisition through search marketing by attending our roundtable."

Daniel Laury will also participate in a panel titled "Making Your Life Better – 4 Ways to Optimize Your Search Campaign" on Monday October 30th at 9.55am PST (http://www.wbresearch.com/etailmidmarket/pre_conf.html).

LSF Interactive also invites eTailers to visit its Booth #20 for a free assessment of their online marketing strategy. To register online, visit: <http://www.wbresearch.com/etailmidmarket/>

LSF Interactive is a full-service online marketing agency dedicated to helping online and off-line businesses leverage the Internet to acquire customers and increase revenues through the digital medium. The agency differentiates itself through its Pay-for-Performance model and by offering a one-stop-shop for managing multiple campaigns across the digital spectrum.

LSF Interactive clients include e-Tailers such as Niman Ranch (www.nimanranch.com) and Organic Bouquet (www.organicbouquet.com), as well as subscription-based organizations such as Automotive.com, online dating agency TRUE (www.true.com) and French newspaper group SocPresse which owns the prominent national daily, Le Figaro.

Internet advertising spending is growing at a record-setting pace as companies move marketing dollars to the Web. eMarketer projects online ad spending growth rates of 26.8% in 2006. Online advertising has grown for seven consecutive quarters according to the Interactive Advertising Bureau (IAB) and PriceWaterhouseCoopers.

About Organic Bouquet

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LSF Interactive

Organic Bouquet was formed in 2001 with the goal to establish the national market for organic flowers. The company has quickly become the market leader in organic flowers and is recognized in the trade as having established the newest category in the rapidly growing natural products industry. Through its Internet division, Organic Bouquet offers a premium gifting service for consumers seeking a stylish and conscientious alternative to conventional online flower retailers. For more information, visit www.OrganicBouquet.com.

About LSF Interactive

LSF Interactive is a full service online marketing agency working through a variety of online channels including search, email, CPM media buy, comparison shopping, community and incentive marketing to deliver more customers per campaign. LSF Interactive offers its services on a Pay-for-Performance basis, reducing the risk and cost of acquiring new customers on the web because clients pay only when LSF Interactive delivers against targets.

LSF Interactive is a division of the LSF Network Group, a pioneer in on-line precision marketing founded in 1999. 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 their agencies, the LSF Network Group delivers qualified leads through all of the Internet's major distribution channels including an affiliate partner network of thousands of publishers, search, e-mail and its own web properties which include over 17 million registered users. Headquartered in South San Francisco, CA, the LSF Network Group has operations in Europe, and India. For more information, visit www.lsfinteractive.com

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