

FOR MORE INFORMATION CONTACT:

Caroline Sherman
312-245-9805 ext. 110
caroline@alpavtac.com

FOR IMMEDIATE RELEASE

October 19, 2010

LSF NETWORK, INC. ACQUIRES EVISIBILITY, ADDING WORLD-CLASS EXPERTISE IN SEARCH ENGINE OPTIMIZATION AND SOCIAL MEDIA

SAN FRANCISCO, CA – (October 19, 2010) – LSF Network, Inc., and its LSF Interactive Division, a technology-focused global online marketing and media buying solutions and services company, announces the acquisition of eVisibility, a leader in Search Engine Optimization (SEO). eVisibility adds approximately 110 clients to LSF Interactive's roster including Laureate Education, Allen Brothers Steaks, LastMinuteTravel.com.

“eVisibility is one of the top SEO companies nationwide, and their experienced team will tremendously benefit our clients,” said Daniel Laury, LSF Network's president and CEO. “Conversely, eVisibility's clients will benefit from our expertise in SEM and Display, as well as breadth of online marketing services.”

In addition to SEO, eVisibility's internet marketing services include reputation management, social media, pay per click management, online media buying and web development.

Established more than 12 years ago, eVisibility's client success rate reached 88 percent by increasing the quality and quantity of prospects visiting clients' websites and improving sales conversion. The management team has been with the firm since its founding, and it is one of the few companies with in-house copywriters, developing content more efficiently and effectively for clients.

“We are thrilled to join the LSF Interactive team as they continue to demonstrate leadership in online marketing. We are both now positioned to better serve clients with a stellar combination of industry experts and technology,” said Danny DeMichele, president of the eVisibility division.

LSF Network, Inc. was represented in the transaction by Newforth Partners LLC, an M&A advisory and investment banking firm located in Foster City, California.

About LSF Interactive

LSF Interactive is a highly responsive, technology-focused online marketing and media buying company that helps brands dominate their industries and generate more revenue per campaign. LSF uses customer-centered and results-driven digital marketing solutions and services managed by a team of experts and supported by a state-of-the-art reporting platform. Headquartered in San Francisco, the 80-person LSF Interactive is a division of the LSF Network Group with offices on two continents and more than 250 accounts worldwide including, ClubMed, Le Figaro, Warnaco (Speedo, Calvin Klein Underwear,

Calvin Klein Jeans), Waterford Wedgwood Royal Doulton, Lenox, Dansk, Career Education Corporation, LSI, Laird Technologies, Unica and LoopFuse. For more information, visit www.lsfinteractive.com and www.lsfnetwork.com.

###