

Contact:
Ginna Hall
LSF Interactive
ghall@lsf-corp.com
617.576.6551

LSF Interactive Acquires ClearGauge
Performance Marketing Leader to Expand Services for B-to-B Marketers

San Francisco, CA – January 5, 2010 – LSF Interactive, www.lsfinteractive.com, a leading global online performance marketing and advertising agency, announced today that it has acquired ClearGauge, www.cleargauge.com, a B-to-B online marketing services and consulting firm based in Chicago, Illinois.

“ClearGauge has a history of delivering sophisticated approaches to interactive marketing and measuring ROI. We are excited to bring our clients this focused B-to-B expertise and to expand our services for online marketers around the globe,” said Daniel Laury, founder, president and CEO of LSF Interactive.

“We are delighted to join the LSF Interactive team, a clear leader in online performance marketing, and look forward to designing innovative services for B-to-B clients together,” said Karen Breen Vogel, former president of ClearGauge, who will now serve as vice president, business development for LSF Interactive B-to-B.

ClearGauge, an established online marketing services provider to companies in the technology, business services, healthcare, and manufacturing industries, significantly strengthens LSF Interactive's B-to-B offering and will become LSF Interactive's B-to-B Division in the U.S.

ClearGauge provides Search Engine Marketing, Search Engine Optimization, Web Analytics, and Online Customer Experience Optimization, which includes website strategy, architecture and redesign, to a select roster of prestigious clients that includes GE Capital, Dow Chemical, Laird Technologies, LSI, Sypris, Widen Enterprises, and Skyline Exhibits amongst several others.

About LSF Interactive

LSF Interactive is a leading global online performance marketing and advertising agency. We help clients from all industries leverage the Internet by offering a unique proven pay-for-performance model that minimizes risk and lowers marketing expense while delivering substantially higher volumes per campaign and maximizing online conversions. The company employs 90 people worldwide, is headquartered in San Francisco, CA, and has offices in Chicago, IL, Boston, MA, Paris, France, and Hyderabad, India. For more information visit <http://www.lsfinteractive.com> and www.lsfnetwork.com