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NIMAN RANCH CUTS RISK FROM MARKETING MEAT ONLINE

WITH PAY-FOR-PERFORMANCE CUSTOMER ACQUISITION MODEL

Gourmet Meat Producer Signs Exclusive Contract with the LSF Network Group, Pays Online Marketing Agency Only When New Web Visitors Buy

South San Francisco, Tuesday, May 23, 2006 - LSF Network, the global integrated lead generation group, today announced that it has signed an exclusive contract with gourmet meat purveyors Niman Ranch to deliver new customers over the web on a pay-for-performance basis. The deal means that Niman Ranch pays *only* when its online marketing agency delivers new customers who use their credit card to purchase steak, pork or lamb online – not for web visitors who browse but don't buy.

Marketers today are demanding higher ROI for their budgets, and few direct marketing methods provide the targeting, returns and accountability of the Internet. The Niman Ranch-LSF Network deal marks a departure from traditional online lead generating campaigns where marketers pay for each new prospect regardless of whether they convert to paying customers or not.

"LSF Network's pay-for-performance model means we reduce both the risk and cost of acquiring new customers on the web because we only pay when we get a sale. There's no risk to us at all – not even for cash flow management. Frankly, it doesn't get any better than that," said Stephen Kerford, Director of Online Sales at Niman Ranch.

Niman Ranch has been selling direct to its target consumer – meat lovers who demand the freshest, highest quality meat products - over the web since 2002. "We have put renewed focus on our online sales in 2006 to bring in new customers. LSF Network sat down with us and took time to really understand our needs," said Mr. Kerford. "And they have exceeded our new customer targets already within the first month of running the campaign."

"We are very pleased to be working with Niman Ranch, and we are happy to be compensated for bringing them new customers on a pay-for-performance basis," said Daniel Laury, CEO of the LSF Network Group. "In our experience, clients want to increase their online revenue but with minimum risk. We are confident that our consultative approach, coupled with a 'pay only for results' model makes the most sense for clients ready to expand on the internet."

For Niman Ranch, LSF Network created an integrated lead generation campaign that leverages multiple Internet components such as search engine marketing, email, banners, and community shopping sites to attract high volume quality traffic to Niman Ranch's website. With its operations in India and expertise in online marketing campaigns, the company was able to rapidly and profitably generate not just leads - but high-paying customers.

About Niman Ranch

Niman Ranch is a network of more than 500 family farmers and ranchers who raise livestock traditionally, humanely, and sustainably to deliver the finest tasting beef, pork, and lamb in the world. Niman Ranch's independent family farmers practice the highest standards of husbandry and environmental stewardship. All Niman Ranch animals are born, raised, and processed in the United States and the meat is traceable from farm to plate. Niman Ranch fresh meats and meat products are available at hundreds of restaurants and retail stores nationwide. The full line of products, including seasonal and other specialty items not sold in stores, is available through Niman Ranch's online store at www.nimanranch.com.

About LSF Network Group

Since 1999, the LSF Network Group has delivered integrated online campaigns for some of the world's best brands. Working directly with advertisers and with their agencies, LSF Network delivers customer leads on a pay-for-performance basis to large and small brands through all of the Internet's major distribution channels - including an affiliate partner network of 150+ publishers, search, e-mail and our own web properties which include over 16 million registered users. Headquartered in South San Francisco, CA, The LSF Network Group has operations in Europe, India and China. Visit www.lsfnetwork.com or call (650) 616-3185.