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**LSF INTERACTIVE ACQUIRES AWARD-WINNING WEB DESIGN,
DEVELOPMENT TEAM**

SAN FRANCISCO, CA – (December 7, 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 award-winning Cofa Media, a leader in [web design](#). LSF Network previously collaborated with Cofa Media, but the new in-house capabilities will further integrate the organizations, enhancing client offerings and providing even better results.

“Cofa Media offers a top notch team that develops high-performance websites, effective e-commerce platforms and engaging social media apps,” said Daniel Laury, LSF Network’s president and CEO. “The expertise and services of Cofa Media within the LSF Network will tremendously benefit all our clients.”

Typically not offered in web design strategy, LSF Network’s expertise in search marketing will strengthen Cofa Media’s ability to develop searchable, aesthetically-pleasing websites, successfully bridging web design and business objectives.

Cofa Media has worked with various companies in multiple verticals ranging from action sports to medical entities. They leverage industry-leading platforms including: Magento, for e-commerce; Drupal, a content publisher and management tool; and Wordpress, the personal publishing platform focusing on aesthetics and usability.

“We are thrilled to take our current collaboration with LSF Interactive to a more fully integrated level through this acquisition, as it will better enable us to exceed clients’ long-term expectations,” said Edwin Lap, CEO and co-founder of Cofa Media.

About LSF Network

LSF Interactive is a responsive technology-focused online marketing and media buying company that leads brands to industry dominance and generate more revenue. LSF uses new generation customer-centered, integrated and results-driven digital marketing solutions and services managed by a team of experts and supported by a cutting-edge reporting platform. Headquartered in San Francisco, the 103-person LSF Interactive is a division of the LSF Network Group that has offices on two continents and more than 360 accounts worldwide including, ClubMed, Le Figaro, Warnaco (Speedo, Calvin Klein Underwear, Calvin Klein Jeans), Waterford, Wedgewood, Royal Doulton, Lancome, Lenox, Dansk, Career Education Corporation, LSI, Laird Technologies, Unica, LoopFuse, Laureate Education, Allen Brothers Steaks and LastMinuteTravel.com. For more, visit www.lsfinteractive.com, www.evisibility.com, www.cofamedia.com and www.lsfnetwork.com. ###