

FOR MORE INFORMATION CONTACT:
Caroline Sherman
312-245-9805 ext. 110
caroline@alpaytac.com

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LSF INTERACTIVE ACHIEVES STATUS OF GOOGLE ADWORDS CERTIFIED PARTNER, IMPLEMENTS GOOGLE PRODUCT LISTING ADS BETA PROGRAM

SAN FRANCISCO - (September 16, 2010) – LSF Interactive, a technology-focused global online marketing and media buying solutions and services company, announces it is a Google AdWords Certified Partner, as a result of the company's in-depth understanding of AdWords and meeting of qualification guidelines. Companies use Google AdWords Certified Partners to maximize ROI when using Google's flagship advertising product.

The Google AdWords Certified Partner certification aligns with LSF Interactive's commitment to client satisfaction, which is expressed by their client service guarantee. LSF Interactive works with clients to set mutually agreed-upon metrics standards by which campaign success is evaluated. If established objectives are not met by LSF Interactive's ROI-driven services, the company will reimburse related service fees.

"Being named a Google AdWords Certified Partner represents LSF Interactive's promise and ability to provide results-driven online marketing campaigns that generate more leads or customers per campaign," said Daniel Laury, CEO of LSF Interactive.

In addition, LSF Interactive has been fortunate to have ongoing participation in Google beta programs.

Recently, LSF Interactive participated in the GoogleAdWords Product Listing Ads beta program. These targeted, rich ads allow companies to include additional information in AdWords such as product image, price and merchant name and offer advertisers a risk-free way to promote products. They only pay when users click their ad and complete purchases on their website (known as charging on a cost-per-action – CPA – basis). The Google beta programs are evidence of LSF Interactive's commitment to providing clients the most effective technology available.

About LSF Interactive

LSF Interactive is a technology-focused online marketing and media buying company that leads brands to generate more revenue per campaign. LSF uses advanced, results-driven digital marketing services managed by a team of experts and supported by a state-of-the-art reporting platform. Headquartered in San Francisco, 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, Hearst Ranch, Lenox, Dansk, Career Education Corporation, LSI, Laird Technologies, Unica and LoopFuse. For more, visit www.lsfinteractive.com and www.lsfnetwork.com.

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