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**LSF INTERACTIVE AND KENSHOO ANNOUNCE PARTNERSHIP TO
ENHANCE ONLINE MEDIA BUYING OFFERINGS**

SAN FRANCISCO – (October 12, 2010) – LSF Interactive, a technology-focused global [online marketing and media buying](#) solutions and services company, today announced its partnership with KENSHOO, a global leader in search marketing and online advertising technology. The partnership brings together the custom optimization for which LSF Interactive is known and KENSHOO's proprietary search marketing platform, offering unparalleled online media buying efficiency for client campaigns.

“This partnership helps position our organization at the forefront of online media buying, ahead of some of the largest paid search managers in the world,” said Daniel Laury, LSF Interactive's president and CEO. “We will now be able to more quickly evaluate and react to data for client campaigns, and provide improved reporting and dashboarding capabilities, both in the U.S. and in Europe, giving LSF Interactive a significant edge in mastering large SEM campaigns on behalf of its clients.”

[LSF Interactive](#) will combine proprietary tools like Analytics+, and more than 10 years of search engine marketing experience, with KENSHOO's industry-leading platform, KENSHOO Search™. The pairing will help make paid search campaigns more streamlined and ensure the most comprehensive and strategic approach is applied. It will also advance LSF Interactive's goal of creating synergies between all online advertising options including paid search and display, and allow for proper attribution management.

The combined methodologies are being beta tested among select clients, and LSF Interactive plans to leverage a new platform for its global clients over the coming months.

“We're thrilled that LSF Interactive has selected KENSHOO to power its paid search campaigns,” said Yoav Izhar-Prato, CEO of KENSHOO. “The KENSHOO Search™ platform will allow LSF to continue delivering innovative strategies and bottom-line results for its clients.”

About LSF Interactive

LSF Interactive is a highly responsive technology-focused online marketing and media buying company that leads brands to dominate their industries and generate more revenues per campaign. LSF uses new generation customer-centered, integrated and results-driven digital marketing solutions and services managed by an experienced team of experts and supported by a state-of-the-art reporting platform. Headquartered in San Francisco, the 80-people strong 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 information, visit www.lsfinteractive.com and www.lsfnetwork.com.

About KENSHOO

KENSHOO is a global leader in SaaS online demand generation solutions for search engine marketing and online advertising. The KENSHOO Campaign Management™ Suite includes KENSHOO Enterprise™, KENSHOO Local™ and KENSHOO Social™. Based on the core KENSHOO Search™ platform, these solutions provide enterprise advertisers, agencies, and local marketing providers with the most sophisticated paid online advertising management tools in the industry, designed to minimize labor and maximize ROI. KENSHOO supports over 150 clients around the world, in dozens of languages and from offices in 9 international locations. KENSHOO clients and partners include Demandware, Extra Space Storage, Hitwise, LinkShare, LSF Interactive, Netsuite, iREP, Omnicom, Septeni, Textbooks.com, and many more. KENSHOO is backed by venture capital firms Sequoia Capital and Arts Alliance. www.kenshoo.com

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