



## Press Release

For Immediate Release

### **eLocal Listing Announces the Appointment of New Chief Operating Officer**

**Temecula, CA, April 17, 2007 (PRWEB)**— eLocal Listing, LLC the nation's leading Local Search solutions provider, announces the appointment of Dan Meyerson to the position of Chief Operating Officer.

Mr. Meyerson will be responsible for the day to day operations of eLocal Listing, LLC overseeing over 200 employees and multiple offices nationwide. Mr. Meyerson will be working out of eLocal Listing's headquarters in Temecula, CA.

Mr. Meyerson has over 25 years of experience in Direct Response as a senior executive for Time Life (a global leader in telesales and telemarketing operations), Grey Advertising (a New York based Advertising Company), and MATCO (Meyerson & Associates Telemanagement Company (a complete telemanagement consulting services company). Prior to this appointment, Mr. Meyerson served as a business consultant overseeing and improving the Customer Care Division and Telesales efforts. Since joining eLocal Listing in the fall of 2007, eLocal Listing has experienced extensive growth and improved processes. His focus on methodology and quality customer care has streamlined both sales and production efforts. Mr. Meyerson has an impressive history of helping businesses with efficiency improvements, strategic planning, product development, and sales force management.

"We are all thrilled to have Dan join our team, he is a world class talent with a track record second to none. We look forward to his expertise helping to take eLocal Listing to the next level of success", said Tim Judd, President and CEO.

"Dan brings a wealth of strategic management experience. His proven track record and unique skill set make him an important asset to our executive team," said Jeff Einstoss, VP and Co-Founder of eLocal Listing. "We look forward to Dan playing a pivotal role in our company's expected growth."

#### **About eLocal Listing**

**eLocal Listing** is a wholly owned subsidiary of Search Initiatives, LLC and is located in Temecula, CA. eLocal Listing specializes in managing Internet marketing campaigns for small and medium sized businesses. The company has over 200 employees and currently thousands of customers who take advantage of eLocal's expertise in Internet search.

[www.elocalisting.com](http://www.elocalisting.com)

Contact Information:

[carolee.clark@eLocalisting.com](mailto:carolee.clark@eLocalisting.com)