



Press Release

For Immediate Release

eLocal Listing To Exhibit at the 48th IFA Conference in Orlando, FL

January 14, 2008

(**Temecula, CA**) – eLocal Listing, LLC, announced today that it will be exhibiting at the 48th Annual International Franchise Convention at the Marriott World Center in Orlando, FL from February 9 – 12, 2008. The International Franchise Association was founded in 1960 and is a membership organization of franchisors, franchisees, and suppliers. The conference allows franchisees and franchises with the opportunity to attend educational sessions, network with their peers, and meet service providers who enhance the way franchises do business. This year's Opening General Session Keynote Speaker, General Colin L. Powell, USA (Ret), is the 65th Secretary of State.

eLocal Listing is a proud SFA (IFA Supplier) member offering our products and services to IFA members enabling them to leverage the power of Local Search and drive local dollars to these businesses through the internet. Tim Judd, President and CEO of eLocal Listing states, “We are very excited to be participating at the International Franchise Association conference. We see developing strategic relationships with franchise companies and their members as central to our continued rapid growth and this conference is a great way to reach this market. Online marketing can be confusing, time-consuming and expensive for these local businesses. eLocal Listing’s franchise programs provide these businesses with a simple and cost effective solution for franchise owners who want to gain customers through Search, simply. I would like to personally welcome all of you to stop by booth 1405 to learn more about our product offerings and to get a sneak peak at our new and exciting call tracking and video initiatives.”

About eLocal Listing

eLocal Listing is a wholly owned subsidiary of Search Initiatives, LLC and is located in Temecula, CA. eLocal specializes in managing internet marketing campaigns for small and medium sized businesses. The company has over 120 employees and currently thousands of customers who take advantage of eLocal’s expertise in Search Engine Optimization and internet search.

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