



Press Release

For Immediate Release

Happy Birthday eLocal Listing

Temecula, CA, May 5, 2008 (PRWEB)— eLocal Listing, LLC, the nation's leading Local Search solutions provider, announces with pleasure the marking of its first anniversary celebrated on May 2, 2008.

Tim Judd, President and CEO remarks about this monumental day by stating, "Our first year in business has flown by. When we founded eLocal Listing in May of 2007, we had one goal in mind: Bring the power of Search to small businesses and provide value to our customers through Local Search. While technology is ever changing, our mission has remained constant and we take great pride in having provided an affordable online marketing solution to so many businesses throughout the nation. Small businesses are at the heart of the US economy and eLocal Listing will continue to service this business sector to ensure that they continue to thrive well into the future. As a growing company, we also recognize the importance of value and we believe that we provide the best value in Internet marketing. I take great pride in having recruited and developed the most talented and hard working team in the industry. Other companies have entered this space in one form or another, however, only eLocal Listing has made the investment and the commitment to grow the company and our product offerings that ensure our customers are continually found toward the top of Google[®], Yahoo![™], MSN[®], YouTube[®] and others. It has been an amazing year, but the best is yet to come, just wait until you see the encore of our second year."

Phil Collins, Vice-President of Product Development comments on the progress made during the last year. "What an incredible and productive year this has been. Since May 2007, eLocal Listing has installed a world class SAP Business One system, updated our telephone system, moved our headquarters, and implemented many processes that allow us to provide the best quality care to our customers and the ability to scale as a company. Our product offering has also tremendously expanded in the past year. Our Product Development team works endlessly to stay on top of search trends and has developed a product that is second to none. In January, we introduced eLocal Video, a revolutionary way to showcase a business online. Our plans for the next six months will cement our position as the leading provider of Internet marketing solutions for small businesses. These initiatives include call tracking, a self-service dashboard, a newly designed Business Profile with a new look and upgraded functionality and much more. eLocal Listing customers continue to reap the rewards of our efforts with free upgrades. Happy Birthday eLocal Listing, this is just the beginning and I look forward to celebrating our second birthday and to continue offering the best possible products to our valued customers."

Jeff Einstoss, Vice-President and eLocal Listing Co-Founder comments on the marking of our first anniversary by stating, "Wow, what a year. From a handful of employees to over 200 in our first year. Our mission to change lives and build a company on integrity has just begun. We are now the unparalleled leaders in Local Search and the upcoming year will bring even more exciting cutting edge products to our valued customers. The best has yet to come."



Todd Johnson, Vice-President of Sales and one of eLocal Listing's Co-Founders adds, "I am so proud to be a part of such a passionate company. This past year has been rewarding for me in part because of the growth of the company, but also due to the growth of the individuals who make up the eLocal Listing team. Each day I walk through the various departments and marvel at the knowledge of the staff and the personal and professional growth that our employees have experienced in the last year. It is easy to see how eLocal Listing has become the leader in Search in such a short span of time. I recently attended the Search Engine Strategies show in New York with Steve Espinosa, the Director of Product Development and was pleased to observe that eLocal Listing has set the bar as the dominant Local Search pioneer in Internet Search. The response from the audience after his sessions and the people that lined up to ask him additional questions was tremendous. In the halls of the show, comments from Steve were in high demand; Sage Lewis of Web Marketing Watch interviewed Steve to find out more about the exciting offerings of eLocal Listing. (This video interview and the latest news from eLocal Listing is available at <http://www.elocalisting.com/news.html>). In May 2007, I had the highest of aspirations for the success of the company, but I have to say it has far surpassed my expectations and I look forward to its continued growth and success."

The entire eLocal Listing staff celebrated with pride on May 2nd in having reached this monumental milestone. The day was commemorated with speeches, cheers, and a heartfelt rendition of "Happy Birthday". A larger birthday celebration is currently being planned with invitations going to eLocal Listing employees, town officials, and eLocal Listing customers.

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 Listing's expertise in Internet search. www.elocalisting.com

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