



Press Release

For Immediate Release

eLocal Listing/Search Initiatives Hold Second Annual Members' Meeting in Temecula

eLocal Listing / Search Initiatives, Leaders in Local Search

Temecula, CA (PRWeb) September 8, 2008 -- eLocal Listing, one of the nation's fastest growing local internet marketing companies offering affordable online advertising solutions for small to mid-sized businesses, held its second annual Members' Meeting in California Wine Country for its parent company, Search Initiatives, LLC.

On August 28th, over 50 people journeyed from as far away as Boston and Panama to meet and greet the staff of eLocal Listing, LLC, Search Initiatives, LLC and LifeForce Distribution, LLC. The event was held at The Castle (a local landmark venue) and included a presentation and introduction to new product offerings, and a reception featuring product demonstrations and a local wine tasting.

At the meeting, Tim Judd, Search Initiatives' President & CEO, described a number of new products that have recently been launched. Investors viewed a presentation explaining Search Initiatives' patent-pending Fast Found Technology as used in the Standard and Premium Products, which have revolutionized Local Search and Internet Marketing for small and medium sized businesses. Tim also gave a glimpse of new product offerings, including the Locally sites, a series of hyper-local destinations designed to bring local advertisers and local customers together. With over 1300 Locally sites set for launch in early fall, Tim claimed that "these sites will have an answer for every question, about every product or service offered by every business in every town in the US." This new platform is designed to significantly improve the chance that Search Initiatives customers will rank well on the major search engines. "This is a huge opportunity for our customers and for our company" he went to add.

Mr. Judd provided a glimpse into the future by sharing this information prior to launch to those in attendance, including Bill Blevins from GateHouse Media, who stated that he was ... "excited about the potential opportunity that these hyperlocal sites can offer to the more than 400 newspapers we work with in our company. Our advertisers and visitors will benefit from our participation in the early stages of this project".

Paul Payne, an investor and attendee at the meeting commented, "The event was great. Search Initiatives and eLocal Listing appear positioned for great growth in 2008/2009 and I am happy to be a part of it. The meeting was well attended by other investors and I look forward to next year's event."

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 150 employees and currently thousands of customers who take advantage of eLocal's expertise in Search Optimization and internet search.

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