

Drilling Down on Local PRESS RELEASE TEMPLATE FOR SPEAKERS

Contact:

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For Immediate Release

[EXECUTIVE'S NAME/COMPANY NAME] TO SPEAK AT THE KELSEY GROUP'S 'DRILLING DOWN ON LOCAL' CONFERENCE, MARCH 27-28

[CITY, State (Date)] — [Company Name] today announced that [Speaker Name] will be a featured speaker at “*Drilling Down on Local: Targeting the On-Demand Marketplace*,” The Kelsey Group’s upcoming conference, taking place March 27-28 at the Fairmont San Jose, San Jose, California. [Speaker Name] will participate on a panel entitled, [Panel Title], scheduled at [Time] on day [1, 2 or 3] of the conference.

[Insert quote from speaker about participation.]

“We have assembled an extraordinary line-up of speakers representing every segment of the industry—from local search and online directories, to IPTV, VoIP, online classifieds and wireless—to examine the emergence of the local search ecosystem,” said Greg Sterling, Kelsey Group analyst and conference chair. “We are fortunate to have [Speaker Name] among our roster of speakers, and we look forward to [his/her] contribution to the conference.”

About *Drilling Down on Local*

Drilling Down on Local: Targeting the On-Demand Marketplace is The Kelsey Group’s tenth conference devoted to digital media with a local focus. This year’s event will highlight the emerging on-demand marketplace, covering a range of topics, from IPTV, VoIP and wireless platforms to local search, pay-per-call and Internet Yellow Pages. *Drilling Down on Local* has become a must-attend event for those who have a stake in the interactive local media industry, attracting executive level decision makers from the leaders and the innovators in the business. For more information, contact The Kelsey Group by phone at (609) 921-7200 Ext. 10, by e-mail at tkg@kelseygroup.com, or visit www.kelseygroup.com/dd2006/.

About [Company Name]

[Insert your company boilerplate.]

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