

**FOR IMMEDIATE RELEASE**

**[Executive's Name/Company Name] to Speak at ILM:08, The Kelsey Group's Annual Interactive Local Media Conference, Nov. 19-21 in Silicon Valley**

[CITY, State (Date)] — [Company Name] today announced that [Speaker Name] will be a featured speaker at Interactive Local Media 2008 (ILM:08 – Extending Local Channels), The Kelsey Group's annual local search and interactive local media conference, taking place Nov. 19-21, 2008 in Santa Clara, California. [Speaker Name] will participate on a panel titled, [Panel Title], scheduled at [Time] on day [1, 2 or 3] of the conference.

[Insert quote from speaker about participation.]

“At ILM:08 top industry executives will share their insights about online video, local search, small-business targeting, multi-channel marketing, ad networks, community, local mobile and the investment climate,” said Conference Cochair Matt Booth, senior vice president and program director, Interactive Local Media, The Kelsey Group. “We are fortunate to have [Speaker Name] among our featured speakers, and we look forward to [his/her] contribution to the conference program.”

**About ILM:08**

ILM:08 is The Kelsey Group's annual conference devoted to digital media with a local focus. This event provides a 360-degree view of the local marketplace, covering a range of important topics, including local search, Internet Yellow Pages, vertical directories, Internet video, online classifieds, social media and mobile search. For more information about ILM:08, visit [www.kelseygroup.com/ILM2008](http://www.kelseygroup.com/ILM2008).

**About [Company Name]**

[Insert your company boilerplate.]

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