

FOR IMMEDIATE RELEASE

[Executive's Name/Company Name] to Speak at ILM:09, BIA/Kelsey's Annual Interactive Local Media Conference, Dec. 9-11 in Los Angeles

[CITY, State (Date)] — [Company Name] today announced that [Speaker Name] will be a featured speaker at Interactive Local Media 2009 (ILM:09), BIA/Kelsey's annual local search and interactive local media conference, taking place Dec. 9-11, 2009 in Los Angeles, 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:09 top industry executives will share their insights about local search, local mobile, small-business targeting, multi-channel marketing, ad networks, community and the investment climate," said Conference Cochairman Matt Booth, senior vice president and program director, Interactive Local Media, BIA/Kelsey. "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:09

ILM:09 is BIA/Kelsey'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, mobile search, Internet Yellow Pages, vertical directories, Internet video, online classifieds and social media. For more information about ILM:09, visit www.kelseygroup.com/ILM2009.

About [Company Name]

[Insert your company boilerplate.]

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