

Drilling Down on Local '07
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 '07' CONFERENCE, MARCH 19-21**

[CITY, State (Date)] — [Company Name] today announced that [Speaker Name] will be a featured speaker at “*Drilling Down on Local '07: The Annual Silicon Valley Summit*,” The Kelsey Group’s upcoming conference, taking place March 19-21 at the Santa Clara Marriott, Santa Clara, 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 major and vertical search engines and online directories, to online classifieds, Wi-Fi, VoIP and IPTV,” said Matt Booth, Kelsey Group senior vice president and program director, Interactive Local Media. “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 '07*

Drilling Down on Local '07: The Annual Silicon Valley Summit is the 12th conference hosted by The Kelsey Group since 1997 focused on local search, interactive local media and local online commerce. This year’s event will take a close look at sales, technology and usage, and will cover a range of subjects, including: Selling/Serving Local Businesses; Leveraging Technology; Verticalizing the Web; Localizing National Businesses; Co-Existence with Major Search Engines; Connected Services; and Disruptive Ad Models. *Drilling Down on Local* has become a must-attend event for those who have a stake in the local search and online local commerce marketplace, 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, or visit www.kelseygroup.com/drillingdown2007.

About [Company Name]

[Insert your company boilerplate.]

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