

**PRESS RELEASE TEMPLATE  
For ILM:07 Speakers**

**Contact:**

[Your PR contact name]  
[Company name]  
[phone]  
[e-mail]

**For Immediate Release**

**[EXECUTIVE'S NAME/COMPANY NAME] to Speak at The Kelsey Group's  
Interactive Local Media 2007 Conference, Nov. 28-30 in Los Angeles**

[CITY, State (Date)] — [Company Name] today announced that [Speaker Name] will be a featured speaker at ILM:07, The Kelsey Group's upcoming Interactive Local Media 2007 conference, taking place Nov. 28-30, at the Hyatt Regency Century Plaza, Los Angeles, California. [Speaker Name] will participate on a panel entitled, [Panel Title], scheduled at [Time] on day [1, 2 or 3] of the conference (ALT FOR KEYNOTERS: [Speaker Name] will deliver a keynote address to ILM:07 attendees on day [1, 2 or 3] of the conference.)

[Insert quote from speaker about participation.]

“We have assembled the ‘who’s who’ of local search, online directories, classifieds, mobile search and social media to discuss the challenges and opportunities of interactive local media at ILM:07,” said Matt Booth, senior vice president and program director, Interactive Local Media, The Kelsey Group. “We are fortunate to have [Speaker Name] as a featured speaker, and we look forward to [his/her] contribution to the conference.”

**About ILM:07 & SES Local**

Interactive Local Media 2007 (ILM:07) 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 the first time, ILM:07 will feature tactical sessions created and led by Search Engine Strategies. For more information about ILM:07, visit <http://www.kelseygroup.com/ilm2007>.

**About [Company Name]**

[Insert your company boilerplate.]

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