

PRESS RELEASE TEMPLATE

Marketplaces 2010 Speakers

FOR IMMEDIATE RELEASE

[Executive's Name/Company Name] to Speak at BIA/Kelsey's Marketplaces 2010, March 22-24 in San Diego

[CITY, State (Date)] — [Company Name] today announced that [Speaker Name] will be a featured speaker at Marketplaces 2010 (www.kelseygroup.com/marketplaces2010), BIA/Kelsey's upcoming conference about the local vertical opportunity for media and advertisers, March 22-24, 2010 in San Diego. [Speaker Name] will participate on a panel titled, [Panel Title].

[Insert quote from speaker about participation.]

"We have assembled an extraordinary line-up of speakers for Marketplaces 2010, where we will focus on innovation, new revenue streams and the active investment environment for vertical media," said Peter Krasilovsky, vice president and program director, Marketplaces advisory service and conference chairman. "We have been inspired by [Speaker Name]'s contribution to the development of Marketplaces, and we look forward to [his/her] contribution to this event."

About Marketplaces 2010

Marketplaces 2010 covers interactive local media with a focus on vertical approaches in online search and content to drive audiences and value. The program highlights key developments and opportunities surrounding high-value verticals, such as automotive, real estate, dining, entertainment, events, and health. These categories, long underserved by traditional local media, are using the Internet, social media and mobile marketing to effectively target their customers and bring them beyond classifieds and Yellow Pages. For more information, visit www.kelseygroup.com/marketplaces2010.

Marketplaces 2010 is produced by BIA/Kelsey, the leading provider of research, consulting, advisory services, valuation services and conferences for companies in the local media space. Additional information is available at www.bia.com and www.kelseygroup.com. The company's blogs are located at <http://blog.bia.com/bia/> and <http://blog.kelseygroup.com>, and it can be found on Twitter through <http://twitter.com/BIAKelsey>.

About [Company Name]

[Insert your company boilerplate.]

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