

Drilling Down on Local: The Online-Offline Opportunity
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' CONFERENCE, APRIL 18-20**

[CITY, State (Date)] — [Company Name] today announced that [Speaker Name] will be a featured speaker at “Drilling Down on Local: The Online-Offline Opportunity,” The Kelsey Group’s upcoming conference, taking place April 18-20, 2005 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 local search and online directories, to classifieds and wireless—to examine the online-offline opportunity for local commerce,” said Greg Sterling, Kelsey Group analyst and conference chair. “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

In the world of local commerce, a complex, multi-channel environment is currently taking shape, in which the online and offline worlds are increasingly interdependent. The Kelsey Group’s *Drilling Down on Local: The Online-Offline Opportunity* examines changing consumer behavior, as well as the platforms, products and players that are emerging and evolving to take advantage of this new online-offline reality in the local market. For more information, contact The Kelsey Group by phone at (609) 921-7200 Ext. 10, by e-mail at tkg@kelseygroup.com, or visit www.kelseygroup.com/dd2005/.

About [Company Name]

[Insert your company boilerplate.]

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