



Press Release

For Immediate Release

eLocal Listing – Leader in Local Search Becomes Google AdWords Authorized Reseller

Temecula – July 21, 2008 (PRWeb) eLocal Listing, the leading provider of internet marketing services to thousands of small businesses, announced today that it has become an authorized reseller of Google's AdWords™ advertising program. AdWords is an online advertising platform designed to help businesses of all sizes use the web to find new customers. It delivers relevant ads to customers at exactly the time users perform online searches for specific products and services.

eLocal Listing offers affordable solutions that help businesses achieve a greater presence on Internet search engines and drives local dollars to local businesses through targeted search. The strategic new relationship with Google allows eLocal Listing to tap into the power and reach of Google AdWords and add it to their suite of marketing solutions, which already includes the Found Fast Premium and Standard products, Pay Per Call and Search Engine Marketing offerings.

Jeff Einstoss, eLocal Listing's Vice-President and Co-Founder says "Working with Google to offer our clients AdWords builds on our existing relationships with marketers and demonstrates our commitment to delivering local businesses with the most cost-efficient and effective advertising options." Einstoss adds, "As a Google AdWords Authorized Reseller, we will also maximize our value to local advertisers by providing high quality customer service and professional AdWords account management."

Steve Espinosa, Director of Product Development for eLocal Listing, says "In addition to receiving extensive AdWords training, our sales force will provide a high quality user and advertiser experience, and provide the best value to our customers as it pertains to Search Engine Marketing."

"We are delighted to become a Google AdWords Authorized Reseller," said Tim Judd, CEO and President of eLocal Listing, LLC. "We are dedicated to the online marketing success of our customers. We believe Google AdWords is an essential component in our targeted local marketing solutions. Through our solutions, eLocal Listing can bring the power of search to any U.S. business."

About eLocal Listing

eLocal Listing is a wholly owned subsidiary of Search Initiatives, LLC and is located in Temecula, CA. eLocal Listing specializes in managing Internet marketing campaigns for small and medium sized businesses. The company has over 200 employees and currently thousands of customers who take advantage of eLocal's expertise in Internet search.

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