



## Press Release

For Immediate Release

### **eLocal Listing To Exhibit at the HFC Go Boldly National Convention in Orlando, FL**

January 20, 2009

**(Temecula, CA) – eLocal Listing, LLC**, the leading provider of affordable Internet Marketing solutions is pleased to announce that it will be exhibiting at the HFC Boldly Go National Convention being held at the Gaylord Palms Resort in Orlando, FL from January 21 – 24, 2009. Home Franchise Concepts (HFC) is the parent company of Budget Blinds, the #1 franchise in custom window coverings and of Closet Tailors, a leader in the home services industry. Budget Blinds was founded in 1992, and today has over 1,000 franchise territories and more than \$200 million in annual system-wide sales. In 2006, HFC was formed as the parent company of Budget Blinds, Closet Tailors and their future sister brands.

eLocal Listing is pleased to partner with HFC as an exclusive Strategic Alliance Partner and to drive local dollars to these businesses through the Internet. Tim Judd, President and CEO of eLocal Listing states, "We are very pleased to be participating at the HFC National Boldly Go Convention. We see developing strategic relationships with successful franchise companies and their members as central to our continued rapid growth. This conference is a great way for us to reach this market. Especially in the current climate, businesses need cost effective ways of generating leads. Online marketing has emerged as the best way of getting those leads, but it can be confusing, time-consuming and expensive for local businesses. Our Strategic Alliance Program allows us to provide these businesses with a simple and low cost solution to drive them new customers through Search."

Jeff Rapson, Director of Sales adds, "The theme of the conference, "Boldly Go" is fitting to our company and our solutions. As a pioneer in Local Search, eLocal Listing was one of the first companies to see the value in Local Search and to anticipate the change in consumer behavior from more traditional advertising toward the explosive power of the Internet. I am pleased to be participating at the conference and to offer our revolutionary solutions to HFC franchisees."

#### **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 150 employees and currently thousands of customers who take advantage of eLocal's expertise in Search Optimization and internet search.

[www.elocalisting.com](http://www.elocalisting.com)

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