



Driving Revenue Through Local Search

WHAT YOU NEED TO KNOW

Search Initiatives, through its wholly owned subsidiary eLocal Listing, is a leading provider of search-driven lead generation solutions for business in the U.S. and internationally. In four years, the company has built one of the largest customer bases in the local search space. eLocal Listing drives leads (telephone calls) for these businesses by employing its unique, automated and fully managed, Search Engine Optimization platform. The Company has a strong position in the U.S. market and has completed a successful pilot in Europe with the Deutsche Telecom Group of Companies.

What Leading Financial Analysts are Saying ...

Dave Lavigne, Senior Research Analyst for Accredited Members, an organization with a mission to aggressively hunt, research and, in the end, uncover those companies poised to become big winners stated" *In our opinion, this is the most intriguing technology deal we have seen in a very long time" ... "We think this could be a moonshot"*

What Top Industry Experts are Saying ...

James O'Connor, with over 30 years of industry experience and a former Principle Engineer for Microsoft stated" *definitely unique and proprietary technology which has a clear lead time over its current competitors by probably three years" ... " very well positioned..." clients can expect the system to generate leads and position them on the internet far better than they could achieve on their own and at far less cost"*

What Customers are Saying ...

"In the past I have used other online lead services and was always disappointed by the results. They always over promised and under delivered. When I signed up with eLocal Listing, I was so happy to finally find a service that actually delivers what they promise and that is to make my phone ring. I don't know how they do it, but I am thankful for what they do."

Dave Heinzman – Maid America of Temecula

"We have been in business for over 20 years. In the past we spent an extraordinary amount of money on yellow page ads. Due to the changing ways that people search for goods & services, we decided to take a different approach and use eLocal Listing. We no longer advertise in the yellow pages, as the cost per lead is extremely high. We are very satisfied with eLocal Listing." Mark Russo – Main Street Insurance – Hartford, CT

With a proven record of driving calls and leads to local advertisers with one of the largest customer bases in the local search space, Search Initiatives results are astounding with the majority of customers obtaining strong placement on the first page of both Yahoo and Google.

With over 1,000,000 potential new customers waiting in the wings and ready for deployment, Search Initiatives presents a unique opportunity for investors as the company seeks to accelerate its market leadership and become a global leader in local search.



Search is the most valuable segment of online marketing and within search, our focus, "local search" is the fastest growing sector projected to grow to over \$10 billion by 2011 (Borrell Associates, 2010). A massive shift has been underway for several years in the way consumers conduct local business. The relevance of print yellow pages has declined rapidly while consumers turn to search engines such as Google, Yahoo and Bing to locate products and services in their neighborhoods. Businesses have realized that they need to develop a strategy to get found in search engine results.



Search-Driven Lead Generation Solutions

eLocal Listing offers a turnkey, highly automated, fully managed Search Engine Optimization (SEO) solution with very low monthly or pay per call pricing that positions local businesses high in organic search results. eLocal Listing owns six proprietary online directory sites which are optimized to push businesses onto the first page of organic search results in Google, Yahoo, Bing and other search engines.

