



## **Local.com® Integrates Local Business Video Content**

IRVINE, Calif., November 20, 2008 – Local.com Corporation (NASDAQ: LOCM), a leading local search site and network, today announced the integration of local video ads throughout the Local.com site.

This is the first phase of a longer term strategy by Local.com to capture share in the emerging local video market. The Kelsey Group forecasts that this market will grow to 747,000 video-enabled small and medium-sized businesses and \$1.5 billion in revenues by 2012.

The current implementation incorporates geo-targeted video ads from Jivox, an online video advertising service for local businesses. Local.com plans to aggregate geo-targeted video ads from other providers, before ultimately selling video ad units to its growing base of direct Local.com advertisers.

“We believe that video advertising provides consumers with relevant, timely information about local businesses, products and services. It’s natural for video to be integrated into our local search ecosystem over time” said Kim LaFleur, Local.com vice president, product management. “Local video bridges the product gap that exists between businesses that advertise in print, but perhaps don’t have the budget to move to television advertising yet, and unlike TV advertising, ROI is fully trackable. We plan to incorporate additional video capabilities and syndication to our network next year.”

“Jivox video advertising is one of the easiest ways for small businesses to reach local customers online, and partnering with Local.com significantly increases our ability to match advertisers with local consumers on the Web,” said Diaz Nesamoney, founder and CEO of Jivox. “With Jivox, advertisers can precisely target customers in a geographic area and soon based on contextual results, further increasing the effectiveness of their online advertising campaign.”

### **About Local.com**

Local.com (NASDAQ: LOCM) is the largest local search network in the United States. The company uses patented technologies to provide over 19 million consumers each month with the most relevant search results for local businesses, products and services on Local.com and over 700 regional media sites. Businesses can target ready-to-purchase consumers using a variety of advertising products. Local Mobile™ provides local search results to mobile phones and wireless devices. To advertise, visit <http://corporate.local.com/advertisewithus> or call 1-888-857-6722. For more information visit: [www.local.com](http://www.local.com).

### **About Jivox**

Jivox helps small businesses reach local customers with online video advertising. Jivox provides advertisers with an online, self-service tool to create high-impact video ads using stock footage, images, music or their existing video assets. Jivox ensures high-quality placement of customer ads through the Jivox Publisher Network, a locally focused network of premium publishers that includes hundreds of local TV and radio stations, newspapers, weather and other specialty websites, and offers geographic ad targeting at the city level as well as demographic and contextual targeting. Jivox is a privately held company based in San Mateo, Calif. For more information about Jivox, please visit [www.jivox.com](http://www.jivox.com).

## Forward Looking Statements

All statements other than statements of historical fact included in this document regarding our anticipated financial position, business strategy and plans and objectives of our management for future operations, are forward-looking statements. When used in this report, words such as 'anticipate,' 'believe,' 'estimate,' 'plans,' 'expect,' 'intend' and similar expressions, as they relate to Local.com or our management, identify forward-looking statements. Any forward-looking statements are based on the beliefs of our management as well as assumptions made by and information currently available to our management. Actual results could differ materially from those contemplated by the forward-looking statements as a result of certain factors, including, but not limited to, our ability to monetize the Local.com domain, incorporate our local-search technologies, market the Local.com domain as a destination for consumers seeking local-search results, grow our business by enhancing our local-search services, successfully expand and implement our outsourced, direct subscription advertising sales efforts, increase the number of businesses that purchase our subscription advertising products, expand our Advertiser and Distribution Networks, expand internationally, integrate and effectively utilize our acquisitions' technologies, develop our products and sales, marketing, finance and administrative functions and successfully integrate our expanded infrastructure, as well as our dependence on major advertisers, competitive factors and pricing pressures, changes in legal and regulatory requirements, and general economic conditions. Any forward-looking statements reflect our current views with respect to future events and are subject to these and other risks, uncertainties and assumptions relating to our operations, results of operations, growth strategy and liquidity. All subsequent written and oral forward-looking statements attributable to us or persons acting on our behalf are expressly qualified in their entirety by this paragraph. Unless otherwise stated, all site traffic and usage statistics are from third-party service providers engaged by the company.

Our Annual Report on Form 10-K, subsequent Quarterly Reports on Form 10-Q, recent Current Reports on Form 8-K, and other Securities and Exchange Commission filings discuss the foregoing risks as well as other important risk factors that could contribute to such differences or otherwise affect our business, results of operations and financial condition. The forward-looking statements in this release speak only as of the date they are made. We undertake no obligation to revise or update publicly any forward-looking statement for any reason.

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<sup>1</sup> The Kelsey Group 2008

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