



PRESS RELEASE

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Leading DVD Duplication Brand ops for revolutionary Cloud-based Search Engine Marketing solution.

Top Local Search, Inc adds One Stop Media Shop with 140 nationwide locations to its rapidly growing subscriber base for innovative, online hosted SEO and SEM solutions.

DEL MAR, CA. Jan 8th, 2009 Top Local Search™ (TLS), the leading provider of hosted online marketing services today announced the successful completion of field trials with One Stop Media Shop, Inc of California and their decision to move to host all 140 One Stop Media Shops US locations.

The roll out will be immediate, with all 140 locations achieving first page Google Local, Google Organic and Yahoo Local and Organic results in days. The service provides One Stop Media Shop with individualized web landing pages for every location, with each landing page fully optimized for both priority search placement as well as web 2.0 interaction to help convert online visitors into paying customers. “What we especially like about the Top Local Search™ approach” said Jennie Gray, Founder of One Stop Media, “is that most of the service is automated and managed through a dedicated online dashboard, we spent minimal time in editing the landing pages and simply had to choose, then download the features we wanted for the sites interactive tools’.

Top Local Search™, a supplier member to the International Franchise Association completed the 20 store trials in late February. “During the 45 day trial period, we hosted more than 600 visitors per site and successfully converted a average of more than 14% of online local visitors into a local sale for that physical store, said Steve King, CEO of TLS. “Most importantly, we successfully demonstrated how our online service, dramatically improve a clients online visibility and conversion – no matter how many locations they have. Our hosted solutions cost a fraction of conventional online marketing programs and require no special experience or expensive web consultancy”.

One Stop Media Shop specializes in DVD replication services and offers a breadth of media types including regular, compact and business card sized DVD's, flash drives and all standard format flash cards. "We were regularly spending more than \$16,000 per month with our paid search campaigns", claimed Jenny, "from our trials, our ROI improved by more than 300%, which was pretty impressive and even better, allowed us to significantly reduce our risk investment in upfront key word purchasing. We will now realign our paid search campaign to focus on differentiating our brand, leaving our need to drive localized business to our stores to Top Local Search™ . We now pay way less than the cost of a basic Yellow Pages ad per location to achieve greater reach, sales leads and revenue", she concluded.

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About Top Local Search, Inc

Based in San Diego, Ca, Top Local Search Inc, is a privately held, software provider of web hosted Search Engine Marketing (SEM) and Search Engine Optimization (SEO) solutions. The Company's clients include multi-location; franchisors, retailers, dealerships, manufacturers, resellers and small business owners. Top Local Search™ provides a fully automated, online marketing service including; optimized web page and mobile web template builder, optimized store locator, easy to use online management portal, relevancy and content generation as well many web 2.0 business tools for each web page including; appointment scheduler, dedicated call management, campaign and promotion management, location based services, newsletter service and much more.