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**CRAIG HAGOPIAN, PRESIDENT OF LOCALADXCHANGE, TO SPEAK AT
BIA/KELSEY'S MARKETPLACES 2010 CONFERENCE**

SAN DIEGO, CALIF. March 18, 2010 – LocalAdXchange, formally V-Enable, Inc., today announced that President Craig Hagopian will unveil the company's new branding in concert with its XchangeSM and XscoringSM services, at the BIA/Kelsey Marketplaces 2010 conference, in San Diego, California.

Mr. Hagopian will participate on a panel entitled "*Down to Business: Monetizing Mobile & Local*" on Tuesday, March 23 at 2:45 pm at the Sheraton San Diego Hotel & Marina. The discussion will focus on the measurement, revenue, and ROI of local mobile advertising.

At the conference, LocalAdXchange management will be on-hand to share its next generation of commercially available local advertising solutions.

XchangeSM represents LocalAdXchange's web services platform for mobile, online, and digital domains. With over 1 million national, regional, and city-level advertisers and more than 15M business listings, XchangeSM offers local search and discovery publishers the most comprehensive coverage and relevance via a single API.

XscoringSM is the proprietary quality scoring methodology that delivers unmatched revenue obtainment by optimizing each keyword by location, bid rate, and click behavior.

“The conference is an excellent place for us to announce LocalAdXchange and our services,” explains Hagopian. “The Marketplaces 2010 audience recognizes the importance of local and mobile search and how advertisers today must include those elements in their overall online campaigns especially for consumers who have gravitated to smartphones as their primary method of search.”

“We have assembled an extraordinary line-up of speakers for Marketplaces 2010 where we will focus on mobile advertising and social media as next wave opportunities,” said Peter Krasilovsky, vice president and program director, Marketplace advisory service and conference chairman. “We are fortunate to have Craig Hagopian among our roster of speakers, and we look forward to his contribution to the event.”

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About LocalAdXchange

LocalAdXchange, powered by V-Enable, is the #1 mobile local search and advertising network with over 1 million national, regional, and city-level advertisers. Offering a turnkey solution with a single API, publishers also benefit from AdPacs which drive more revenue through the serving and display of complimentary ads. Advertisers see higher CTRs with the proven X-ScoringSM methodology weighting variables to find the best ad by location. . In business for over 10 years, LocalAdXchange publisher partners include some of the most popular mobile and search brands in the industry.

For more information, visit www.localadxchange.com

About Marketplaces 2010

Marketplaces 2010 covers interactive media with a focus on key developments and opportunities surrounding high-value verticals, such as entertainment, events, automotive, real estate and health. These categories, long underserved by traditional local media, are using the Internet, social media and mobile marketing to effectively target their customers and bring them beyond classifieds and Yellow Pages.

For more information, visit www.kelseygroup.com/marketplaces2010.