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## REACHLOCAL FILES FOR IPO



California's **ReachLocal**, a firm specializing in online advertising services for local businesses, has filed for a \$100 million IPO. JP Morgan and B of A have been hired as underwriters. Founded in 2004 in Woodland Hills, Calif., ReachLocal says its publisher networks reach over 195 million search engine users, and over 170 million Internet surfers.

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