

PubCon Las Vegas to Feature Keynote Address by Zappos CEO Tony Hsieh

Austin, TX October 6, 2009 -- PubCon, the Internet search engine and social media marketing conference and expo, has announced that leading online shoe retailer Zappos visionary chief executive officer Tony Hsieh will present a keynote address at its multi-track conference on November 10 - 13, 2009 at the Las Vegas Convention Center.

Brett Tabke, PubCon's organizer and chief executive of WebmasterWorld Inc., said, "Having Tony present a keynote speech at PubCon is a natural fit for our conference, with his more than 1.3 million followers on Twitter and a fresh and inspiring approach to social media marketing and customer service, Tony is sure to educate and inspire PubCon attendees."

Hsieh's booming Nevada-based Zappos, known for its fanatical dedication to customer service, have received a letter-of-intent to be acquired by Amazon and recently reached \$1 billion in yearly sales. Zappos has grown to become one of the World's 50 most innovative companies as named by Fast Company magazine.

"I'm excited to bring Tony to PubCon for what will be one of his first public keynote appearances since Amazon purchased Zappos," Tabke continued. "I'm really looking forward to him sharing his thought-provoking and innovative approaches to online marketing."

Hsieh worked his way up from a job in a pizzeria to early successes that included building online advertising company LinkExchange, which he went on to sell to Microsoft for \$265 million in 1998, to his position today as an internationally-respected social media guru.

Special Early Bird conference pass pricing is available for a limited time.

PubCon registration and more information is available at <http://www.pubcon.com>.

About PubCon

PubCon is a multi-track educational conference hosted by SearchEngineWorld & WebmasterWorld. PubCon events are for thought leaders and professionals in search engine and Internet marketing and advertising to gather and to share best practices in the design, development, promotion and marketing of their Internet businesses and brands.

For more information about the conference, contact Brett Tabke at 512-231-8107 or brett at webmasterworld.com

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