

U R G E N T   E X C E L L E N C E



**FOR IMMEDIATE RELEASE**

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## **Littlefield Corporation Announces Massive Hiring and Social Media Initiative**

Austin, Texas - **Littlefield Corporation** (OTCQB: LTFD) announced today that it has hired four (4) new employees in a massive hiring initiative which will likely have an enormous impact on current levels of employment in Texas and the Nation [please insert tongue firmly in check, but I figured we all need some good news these days] in the effort to engage its customer base through Social Media.

This single act may signal the end of the recession.

This will be achieved through the formulation and execution of an overall Social Media Strategy that can be applied throughout its bingo halls.

The new hires are as follows:

**Jesse Alaniz III** --- Manager of Social Media. Jesse brings a creative leadership ability that will formulate and execute our Social Media strategy. He possesses excellent web design, web management, social media and graphic design experience. He is an active practitioner of the black art of Social Media both personally and as it relates to B2B and B2C.

**Matthew G Coleman** --- Videographer and Assistant Social Media Specialist. Matthew is a very talented filmmaker and will provide the opportunity to immediately inject video content into the bingo hall websites and other web presence platforms. Take a look at some of his new videos at

www.1919bingo.com, the website for American Bingo in Austin. You will like the Money Machine video.

**Tracy E Bartley** ---Visual Information Project Specialist. Tracy is an experienced web presence designer and content manager with extensive experience in other industries. Tracy will also be a full time student having already garnered a graduate degree in another field.

**Kelsey K Love** --- Social Media Specialist. Kelsey is an experienced web presence manager and earned a degree in advertising. She will be intimately involved with Bingo University, a series of short film vignettes and an initiative intended to teach new bingo “tryers” how to play bingo thereby increasing the pool of knowledgeable bingo players.

These hires are consistent with the Company’s expanding commitment to creating a social media strategy as a means to drive higher attendance and thereby increase revenue at its bingo halls.

The Company has been studying the impact of social media on its business for some time now while conducting a number of social media initiatives – really experiments --- including web presence, Facebook sites, Twitter campaigns, Meet Up groups, PPC advertising and other social media driven initiatives.

It has also experimented with targeted employer discounting, proximity B2C campaigns focused on apartment complexes and businesses in close proximity to its bingo halls, social media thought leader recruitment, e-mail marketing, SMS marketing and lost business recapture using old and new economy methodology. All of these initiatives have been successful with some being more successful than others.

These additional folks will allow the Company to roll out the strategy of Social Media engagement to the entire portfolio over a period of the next year to year and a half. This is exactly what an old economy to new economy transformation looks like.

Jeffrey L. Minch, President and Chief Executive Officer of Littlefield Corporation, offered the following comments:

*“OK, so maybe it is not really a “massive” hiring initiative but is it’s a singular pivot for the Company with a major commitment to driving the business in a new direction. One hundred and seventy five million Facebook participants cannot be ignored.*

*We think we are out in front of our competitors and though this will be a significant cost to the Company in the short term, it will likely pay huge dividends a couple of years into the future.*

*We are all learning a new way of marketing an old economy business and places like the web, Facebook, Twitter, Foursquare, Meet Up, Yelp*

*will all become part of our virtual bingo hall real estate. This allows the Company to harness and unleash its creativity and to decisively set us apart 24/7/365. This is the future of bingo marketing.*

*These four individuals are truly outstanding young persons who possess as much experience as is possible in a rapidly evolving field of marketing. It is interesting when the collective age of any two of your new hires does not equal your own age but that is how fast the world is moving.*

*Bingo is fun and it will be interesting to see how this initiative impacts the business over the next two years. I am very optimistic.”*

#### **ABOUT LITTLEFIELD CORPORATION**

Littlefield Corporation, headquartered in Austin, Texas, is the largest public owner of charitable bingo halls in the United States. The Company, through its corporate subsidiaries, develops, owns and operates approximately 40 bingo halls in Texas, South Carolina, Alabama and Florida. In Texas its corporate subsidiaries are involved as a licensed commercial lessor and only in South Carolina as a licensed promoter. Over 100 charities conduct bingo in these charitable bingo halls.