

Alan Fairnington joins Blugrapes' Board of Advisors

For immediate release

Singapore, 7th September 2010 – Blugrapes is proud to announce today that Mr. Alan Fairnington will be joining its Board of Advisors. He will bring to the team his extensive knowledge of the marketing industry, his qualities as a highly successful executive of some of Asia's top advertising agencies and his visionary approach to understanding consumer mindset.

Alan is currently the Managing Partner of Mext Consulting. Over his past 25 years in Asia, Alan was JWT Asia-Pacific President and built the operations into a large, profitable network. Prior to his regional role he managed the Malaysian and Hong Kong companies, and opened JWT China and JWT Taiwan. He was also appointed to the JWT Worldwide Board and Executive Committee. Retiring from JWT, he later assumed the CEO role at Batey at the behest of Sir Martin Sorrell. He left Batey in 2009 to establish Mext's Asian Operations.

Alan is also the author of 'The Age of Selfish Altruism' published by Wiley & Co in April 2010. The title covers the shift in mindset of consumers who want the best for themselves but not at the cost of others.

"I am delighted to join the Blugrapes Board of Advisors," said Alan. "I am looking forward to helping Blugrapes continue to lead the industry in performance marketing and break new grounds in delivering both mobile and social media marketing solutions."

"Alan has deep experience in marketing for Asia's leading consumer companies," commented Blugrapes' Business Director Ryan Lim. "He will provide critical company strategy guidance to help shape the industry and assist us in delivering top quality performance marketing solutions to our customers."

The Blugrapes Board of Advisors (<http://www.blugrapes.com/advisory-board.html>) comprises of a panel of top leaders in their respective fields providing industry and customer perspectives to assist in the development of new performance marketing solutions, partnerships and long term business strategies.

About Blugrapes

Founded in 2006, Blugrapes is a performance driven marketing company providing Facebook marketing, mobile marketing, media tracking and integrated digital marketing solutions. It has built Facebook communities of over 70,000 fans, as well as a regional interactive SMS solution used by more than 100,000 unique users to date. It also provides highly customized marketing accountability and reporting systems to aid marketers and agencies improve marketing effectiveness and returns. Its clients include Fortune 500 companies such as Coca-Cola, Hewlett-Packard, Intel, Dell, Lenovo, Samsung, L'Oréal and many others in the consumer marketing industry.

Blugrapes company website; <http://www.blugrapes.com>