

FOR IMMEDIATE RELEASE

Blugrapes helps marketers get Facebook contest approvals

Singapore, 11 January 2010 – Blugrapes announces today that it will help apply for Facebook contest approvals as part of its Facebook marketing solutions. This complimentary service comes shortly after the recently revised Facebook promotions guidelines (http://www.facebook.com/promotions_guidelines.php) requiring marketers to seek approvals from Facebook prior to administering any contests. Only approved contests will be allowed to operate on Facebook. Currently, only agencies with direct access to Facebook will be able to facilitate such an application for contest approvals. Blugrapes is one of the select agencies based in Singapore currently offering this application service.

“We know there have been Facebook Pages and Groups that have been removed by Facebook because they violated these policies. So we want to help our clients and partners navigate safely within the approved guidelines of Facebook and ensure the success of their campaigns. This complimentary contest application service is a part of the value Blugrapes offers as a one-stop Facebook marketing solution.” says Ryan Lim, Business Director of Blugrapes.

Blugrapes is a Singapore-based agency with a direct account managed relationship with Facebook. It currently deploys regional Facebook marketing solutions for its clients, which include campaign management, campaign optimization, fans acquisition and fans management. It is currently the first, and only company, in Singapore to provide campaign performance guarantees on Facebook.

Blugrapes also recently released a free eBook titled “Building Facebook Fandom” at <http://bg.sg/fandom>. The eBook shares the Facebook expertise of Blugrapes in an easy to read format, covering techniques and strategies used for building fan bases on Facebook. Some of its clientele currently includes Intel, Dell, L'Oréal, Wildlife Reserves Singapore, ZenithOptimedia, MediaCom, inSing.com and Friesland.

About Blugrapes

Founded in 2006, Blugrapes is a marketing consultancy that provides marketing optimization services and Facebook marketing solutions to maximize the returns on marketing. As part of its suite of services and solutions, it builds Facebook communities totaling more than 40,000 fans for Intel Singapore, L'Oréal, Wildlife Reserves Singapore, Friesland and inSing.com, as well as a regional interactive SMS solution that has been used by more than 70,000 unique users to date. It also provides highly customized marketing accountability and reporting systems to aid marketers and agencies to improve marketing effectiveness and returns. Blugrapes has helped marketers from a number of Fortune 500 companies including Coca-cola, Hewlett-Packard, Intel, Dell, Lenovo, L'Oréal and many other companies in the consumer marketing industry.

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

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