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Ad:tech Singapore appoints Blugrapes as Official Facebook Solutions Partner

Singapore, March 29 2010 – Blugrapes has been appointed as the Official Facebook Solutions Partner for ad:tech Singapore 2010. With Blugrapes being the first and only to provide Facebook performance guarantees in Singapore and one of the select agencies with a direct relationship with Facebook, this appointment by ad:tech is an obvious choice. The partnership aims to engage regional marketing professionals about ad:tech Singapore on the world's largest social media platform.

“We are pleased to be working with Blugrapes to build the official Facebook Page for ad:tech Singapore and reach out to our regional visitors of the event. This showcase on Facebook will empower the community of professional marketers to stay truly engaged and connected with both ad:tech and fellow attendees throughout the event,” ad:tech Singapore's Vice President Paul Beckley said.

ad:tech Singapore is the definitive digital marketing event where marketers both locally and from around the region gather to exchange ideas & learn about new marketing and advertising technologies.

As Facebook passed the 400 million-user mark in February this year and active Singapore users numbering 1.9 million, the platform holds a vast potential for marketers to tap on.

“Social media marketing is now an important and significant part of the digital marketing mix. With platforms such as Facebook, marketers can now interact directly with their consumers, allowing deeper levels of engagement and brand experiences. This will inevitably increase brand advocacy and loyalty,” says Ryan Lim, Business Director of Blugrapes.

Blugrapes will also be giving out Facebook Solutions credits worth over S\$15,000 throughout the event and during its workshop session at the event. The workshop, conducted by Blugrapes, cover tips, tricks, case studies of running successful Facebook campaigns and techniques to building quality fan bases for marketers.

Blugrapes is a Singapore based agency with a direct account managed relationship with Facebook. Their current suite of Facebook marketing solutions includes campaign management, campaign optimization, fans acquisition and fans management. Blugrapes hopes to raise the bar on the quality of effective marketing campaigns.

Blugrapes has also recently released a free eBook titled “Building Facebook Fandom” at <http://bg.sg/fandom>. The eBook covers techniques and strategies on building fan bases on Facebook for marketers.

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 50,000 fans, as well as a regional interactive SMS solution 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 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>

About ad:tech Singapore

ad:tech produces interactive marketing events globally in cities such as New York, San Francisco, London, Shanghai, Beijing, Singapore, Tokyo and Sydney. Produced by dmg world media, the company's headquarters is based in California.

ad:tech Singapore website - <http://www.ad-tech.com/singapore/>

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