

FOR IMMEDIATE RELEASE

Blugrapes is first in Singapore to offer campaign performance guarantees on Facebook

Singapore, 7 December 2009 – Blugrapes announces today that it will offer campaign performance guarantees on its core Facebook marketing solutions. This offer comes after successful piloting with select advertisers and major media agencies such as ZenithOptimedia and MediaCom. Blugrapes is the first and only company in Singapore to offer such marketing guarantees on Facebook.

“Our pilot offer has seen fantastic results and we are strongly encouraged to make this solution available to all our clients and partners alike. We are extremely confident in our ability to continue delivering high impact and effective marketing solutions based on our experience and expertise on Facebook. Given the current challenging economic situation, we feel that it is right to offer performance-centric solutions that share the responsibilities of helping our clients succeed.” says Ryan Lim, Business Director of Blugrapes.

Blugrapes is a Singapore-based agency with direct account managed relationship with Facebook. It currently deploys regional Facebook marketing solutions for its clients that include campaign management, campaign optimization, fans acquisition and fans management. By providing a guarantee on both acquisition of fans and clicks, Blugrapes hopes to raise the bar on the quality of effective marketing campaigns.

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 read format, covering techniques and strategies used for building fan bases on Facebook. Some of its clientele currently includes Intel, Dell, ZenithOptimedia, MediaCom, inSing.com, Friesland, and Black Angus Steakhouse.

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, Blugrapes manages Facebook communities like Intel Singapore, Mothercare, Chinese Box, Black Angus Singapore and most recently, 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, Lenovo and many other companies in the consumer marketing industry.

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

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