



## For Immediate Release

89 North Main St. • Andover, Massachusetts 01810 (USA) • +1 (978) 662-3323 [www.GetBluefin.com](http://www.GetBluefin.com)

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### **Leading Asian Publisher uses Bluefin Technology Partners to Launch National Online Marketplace Portal.**



**Andover, Massachusetts (USA), December 14, 2009** — Bluefin Technology Partners, LLC., a leading provider of self service print and online community marketplace solutions for the publishing industry, announces its first live site in Asia. Perfisio Solutions, the online division for *Utusan Melayu*, the leading publisher in Malaysia, has selected Bluefin to power "EZTrade Marketplace" ([www.eztrade.com.my](http://www.eztrade.com.my)), a new national Web portal bringing buyers and seller together from across the nation.

Visitors can now place attractive online listings and then search ads by specific geographic regions or within the entire country. The site includes powerful upsell options including, photo and video uploads, prominent ad placement, and new advertiser storefronts. Other features include automatic email renewal reminders, confidential communication between buyer and seller, and publishing online display ads.

"With Bluefin, we have an online marketplace solution that deploys rapidly, scales nationally, and gives our advertisers and consumers a great user experience." said Fareed Abdul Ghani, Chief Operating Officer of Perfisio Solutions. "We are pleased with Bluefin's desire to collaborate in building a great online marketplace solution for Malaysia."

"As the first Bluefin client in Asia, we are delighted to partner with Perfisio Solutions", said Rich Grover, founder and General Partner for Technology at Bluefin. "Their vision and support has helped us extend the platform with new functionality that further enhances our marketplace offerings."

Bluefin is represented by Medialive Asia as its exclusive representative for Asia and Australia / New Zealand.

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### **Bluefin Powers New National Marketplace Portal in Asia.**

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*Bluefin Place Ad*, allows advertisers on the Web to place ads into the multiple print titles and related online websites. Powerful upsells including online features such as multiple photos, prominent online placement, advertiser store fronts, video uploads, and sponsored keyword search, and RSS feeds help drive advertising revenue by giving advertisers more tools to make their message stand out. Advertisers can manage their ads with the ability to edit, cancel, or renew their ads online for the designated publishing schedule.

*Bluefin Marketplace* helps publishers compete with pure-play; online-only websites by offering a multi-media combination that give their advertisers an extended reach from a national level, down to the local community.

#### **About Bluefin Technology Partners, LLC.**

Bluefin was founded in January of 2005 as an innovative solutions provider to the advertising publishing industry. Their flagship offering, **BluefinCMP™** – (*Community Marketplace Platform*), incorporates all the powerful features in a single platform for creating the best eCommerce portal available for local sellers and buyers. Bluefin clients are publishing over 100 newspaper titles and related Web sites including, Black Press (Vancouver, BC), the Oklahoma Publishing Company (Oklahoma City, OK), Penn-Jersey Advance Newspapers (Easton, PA), Sound Publishing (Tacoma, WA), and CN Group (Cumbria, United Kingdom).

#### **About Medialive Pte Ltd**

Founded in 2003, this Singapore-based company provides value-adding online and print applications to the Asia Pacific publishing industry.

#### **For more information contact:**

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