



Bluefin Technology Partners, LLC

Community Marketplace Solutions for Publishers

89 North Main St. • PO Box 1723 • Andover, Massachusetts 01810 • (978) 662 - 3323 • www.GetBluefin.com

For Immediate Release

***Rural Messenger* goes live with Bluefin Technology Partners for advertising self-service and online marketplace solutions.**

Innovated pricing model gives small market publisher big market revenue generating platform.

Andover, Massachusetts, October 7, 2009 — Bluefin Technology Partners, a leading provider of self-service print and online community marketplace solutions for the publishing industry, today announced that *Rural Messenger* of Haven, Kansas is now live with its industry leading *BluefinCMP™* (Community Marketplace Platform) powering their self-service place ad strategy increasing both print and online classified ad revenue and volume.

This represents the first installation targeted for small market community media companies using an innovated pricing model. Publishers can now choose to acquire the Bluefin platform with no up front cost for set up, along with a "pay for performance" transaction model. This pricing strategy eliminates initial capital outlays, and adds immediate value to the publisher's online advertising strategy.

The Web-hosted deployment includes Bluefin Place Ad, allowing advertisers to place classified ads in multiple print and online publications, all from a single advertiser user experience. These ads can be for print-only, online-only, or a combination of print and online - each listing with its own "look and feel". Powerful upsell features help drive revenue by giving advertisers tools to make their ads stand out.

With Bluefin Marketplace, *Rural Messenger* is bringing buyers and sellers together by hosting current online ad inventory with effective and relevant search and display capabilities. Utilizing "cloud computing" technology requires no local infrastructure or support.

"Our goal is to be the primary advertising Web and print destination for local sellers and consumers", said Mike Alfors, Publisher, *Rural Messenger*. "Bluefin gives us a platform with all the tools to enhance our competitive position. They came to the table with an open mind and a sincere desire to help grow our business. From there, it was a seamless migration to a powerful and user-friendly system that has bolstered revenues and significantly enhanced our business infrastructure."

"We are delighted that *Rural Messenger* has chosen Bluefin to advance their self-advertising and online classified marketplace strategies", said Rich Grover, General Partner for Technology and founder of Bluefin Technology Partners. "This validates the scalability of our solution allowing publishers of all sizes to enjoy the benefits of first class Web hosted solutions for self-service advertising and online classified publishing."

(More)



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Bluefin Technology Partners signs up *Rural Messenger* for Community Marketplace Platform (page 2)

About the *Rural Messenger*

The *Rural Messenger* is a rural-interest weekly publication serving South-Central Kansas. The *Rural Messenger* began printing in September of 2004 and has grown in weekly distribution from 6,500 to 14,000 copies. The *Rural Messenger* utilizes two new and market-proven methods – demographic pods and shelf-life content. The *Rural Messenger* is direct-mailed into 9,000 + rural homes throughout South-Central Kansas weekly. Every community is target-marketed using demographic pods to reach approximately ¼ of the individual households in any given week, with the remaining homes receiving delivery once during the following three weeks. Over any four week cycle, each of the 36,000 + rural homes receives the *Rural Messenger* in their mail box. Additionally, readers can either pick a free copy up at retailers within their communities or subscribe for weekly delivery to their homes.

About Bluefin Technology Partners, LLC.

Bluefin was founded in January of 2005 as an innovative solutions provider to the publishing and advertising 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. With clients 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 (Carlisle, England), and ezTrade.com (Kuala Lumpur, Malaysia).

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