



**For Immediate Release**

## **Leading UK publisher uses Bluefin Technology Partners for Self-Service Advertising and Online Marketplace solutions.**

**Andover, Massachusetts, February 24, 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 the United Kingdom. The CN Group, a leading regional newspaper publisher headquartered in Carlisle England, is utilizing *Bluefin Place Ad* for self-service web ad order entry for both print and online ad buys, as well as *Bluefin Marketplace* for publishing ads within its Clickin2.co.uk marketplace portal. The Publishing Division publishes two daily newspapers, five paid-for weeklies, and a range of free newspapers, directories, magazines and niche publications. It also has a thriving new media business, and each of the papers has their own website.

“Bluefin Technology Partners’ vision and powerful self-service solutions help us maintain our position as the leading destination for local buyers and sellers. ” said Stuart Cooke, Group Digital Development Director for CN Group Ltd. “We continue to be impressed with Bluefin’s willingness to listen to our ideas and requirements that allow us to provide great customer service to our valued advertisers and readers.”

“The CN Group has demonstrated a commitment of change to maintain a leadership position in their markets”, said Rich Grover, founder and General Partner for Technology at Bluefin. “We are pleased with the collaborative efforts by our teams that enables them to bring true convergence to print and online advertising.”

Bluefin is represented by Drag and Drop Ltd. of Southend-on-Sea, in Essex, England as its exclusive distributor for the United Kingdom and the Republic of Ireland.

*Bluefin Place Ad*, allows advertisers on the Web to place ads into the regional print titles and related online websites. Powerful upsells including added print components and online features such as additional photos, prominent online placement, uploading videos, and sponsored keyword searched help drive advertising revenue by giving advertisers more tools to make their ads stand out.

**Bluefin Technology Partners powers Self-Service Advertising and Online Local Marketplace for leading UK publisher. (page 2)**

*Bluefin Marketplace*, helps publishers compete with pure-play online only websites by offering a multi-media combination that give their message an extended reach into the local community. The online local marketplace, Clickin2.co.uk, now can easily publish all the local advertising content that can be searched at a local or regional level. Local advertisers can also manage their ads with the ability to edit, cancel, or renew their ads online.

**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 the East Oregonian Publishing Company, (Salem, OR).

**For more information contact:**

Steve Rosenfeld, tel. (1) 978-662-3323, email: [steve@getbluefin.com](mailto:steve@getbluefin.com)

###