



***For Immediate Release***

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**BLiNQ Media Acquires Firecracker Digital Group**

*Acquisition Accelerates BLiNQ's Social Engagement Advertising<sup>SM</sup>  
Offering and Market Leadership Positioning*

**ATLANTA / January 20, 2011** — [BLiNQ Media](#), the only pure-play media and technology company worldwide with official access to the Facebook Ads API, and pioneer of [Social Engagement Advertising<sup>SM</sup>](#) and [CPSA<sup>SM</sup>](#) (Cost per Social Action<sup>SM</sup>) optimized campaigns, announced today that it has purchased Firecracker Digital Group, the largest digital advertising sales representation firm in the Southeast.

The deal solidifies a partnership that has already borne great fruit. BLiNQ and Firecracker Digital have been working together since early 2010 on some of the most innovative ad campaigns on Facebook, including successful projects with advertising agency 22squared for Baskin-Robbins, Buffalo Wild Wings, Florida's Natural and Shoe Carnival.

"We've been working very closely with Firecracker in the Southeast over the past year, and based on our mutual success, strong cultural fit and tremendous growth opportunities going forward, it was an easy decision to combine forces," said Dave Williams, BLiNQ's CEO and cofounder. "Firecracker's founders, Glen Caruso and Uloopi Fales, each have more than 15 years of interactive advertising experience, and are very well recognized and respected in the region. Our customers love working with them, and we do, too. This acquisition internalizes our Southeast sales initiatives, bolstering our ability to serve prospects and customers, while further positioning us for continued growth in our Social Engagement Advertising<sup>SM</sup> offering."

For Firecracker's founders, Caruso and Fales, the deal gives them direct access to BLiNQ's deep knowledge of Social Engagement Advertising<sup>SM</sup>, proprietary technology capabilities and top-notch customer-service team.



“Uloopi and I are extremely excited to be working with a forward-thinking company that’s on the cutting edge of social media,” said Caruso, CEO and cofounder of Firecracker. “We’ve seen the significant impact that BLiNQ Media has made on its customers’ campaigns, and we’re thrilled to be a bigger part of that momentum moving forward.”

Fales, Firecracker’s president and other cofounder, agreed. “The [BAM \(BLiNQ Ad Manager\)](#) technology is truly next-generation, and takes advertising on Facebook to a whole new level. Marketers get rapid ROI from this powerful platform, along with detailed reporting and analytics about their most engaged audiences. Joining BLiNQ has given us more immediate and deeper insight into Facebook campaign success, which is a boon to our customers and the entire digital advertising community.”

In addition to its work with BLiNQ, Firecracker Digital has also represented advertising and sponsorship sales for other leading online social publishers such as MyCokeRewards, AdGroups, and OfficeArrow.com, as well as others.

Caruso, a well-known digital-marketing figure in Atlanta, was at one time the president and programming chairman of the American Marketing Association’s Atlanta chapter. He has worked for leading digital media companies that include Yahoo!, Microsoft, weather.com and AOL. He worked alongside Fales at the latter two companies.

In addition to her work at The Weather Channel, Fales has worked as a digital media sales and advertising strategist for AOL-Time Warner, Flycast Networks, CMGI and Engage. Prior to cofounding Firecracker Digital Group with Caruso, Fales led online advertising sales and operations at EarthLink.

### **About BLiNQ Media**

BLiNQ Media, a Social Engagement Advertising<sup>SM</sup> media and technology company headquartered in New York City makes it easy for agencies and big brands to deliver breakthrough results in Facebook and other social networks. One of a handful of companies globally with official access to the Facebook Ads API, BLiNQ Media is pioneering Social Engagement Advertising<sup>SM</sup> and CPSA<sup>SM</sup> (Cost Per Social Action<sup>SM</sup>) to drive unprecedented performance and scale in Facebook advertising campaigns. Tapping the power of BAM (BLiNQ Ad Manager), the



company's proprietary ad campaign management engine built on the Facebook Ads API, BLiNQ Media fundamentally changes the way brands message, target and engage consumers in social networks with fully-managed media and technology offerings. Agencies currently tapping the power of BLiNQ Media and BAM include GroupM, Publicis, OmnicomMediaGroup, Turner Media Group, Scripps Networks, Havas and 22Squared, among others. BLiNQ Media has its corporate headquarters at TechSpace in New York City's Union Square and its technology development team headquartered at Georgia Tech's Advanced Technology Development Center (ATDC) based in Atlanta. BLiNQ Media and BAM can be found on the Web at [www.blingmedia.com](http://www.blingmedia.com) and [blingadmanager.com](http://blingadmanager.com).

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