



For Immediate Release

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BLiNQ Media Graduates from the ATDC, a Top 10 Global Incubator

Social Engagement AdvertisingSM Leader Reaches Milestones in Revenue Growth, Business Maturation, and Technology Innovation

ATLANTA — March 29, 2011 — [BLiNQ Media](#), the leading global technology innovator in Facebook advertising and the only pure-play media and technology company worldwide with official access to the Facebook Ads API, announced today that it has officially graduated from the Georgia Tech Advanced Technology Development Center, one of the top ten technology incubators in the world, according to *Forbes Magazine*.

The Advanced Technology Development Center, or ATDC, is a startup accelerator that helps Georgia technology entrepreneurs launch and build successful companies. Founded in 1980, ATDC has helped create millions of dollars in tax revenues by graduating more than 120 companies, which together have raised more than a billion dollars in outside financing. Last year *Forbes Magazine* named the ATDC one of "10 technology incubators that are changing the world" — the only incubator in the Southeast to be included.

BLiNQ Media has reached graduate status as a result of the company's accelerated technology development and customer adoption of [BLiNQ Ad Manager \(BAM\)](#) - the leading global Facebook advertising management platform - coupled with sustained staff, sales and revenue growth. BLiNQ Media will graduate from the ATDC on May 9th and will be featured in the incubator's Startup Showcase, an annual event that is regarded in the Southeast technology community as a harbinger of new innovation and business development.

"As the hub of technology entrepreneurship in Georgia, we're very proud to serve innovative startups like BLiNQ Media," said Nina Sawczuk, ATDC general manager. "We're particularly proud to see creative entrepreneurs graduate to the next level. We wish every success to Dave



Williams, Luis Caballero, Charles Lumpkin and the other talented entrepreneurs at BLiNQ, who are transforming the way social advertising gets done.”

BLiNQ Media relocated its business to the ATDC in Atlanta’s Midtown area in September 2009. As is customary among graduates, BLiNQ will continue to work out of the ATDC — albeit in greater numbers. BLiNQ’s ATDC-based staff has grown by over 400% since relocating, and is doubling the office space it initially required.

“The ATDC has been a tremendous resource and foundation for the development and growth of the BLiNQ Media business,” said BLiNQ Media CEO Dave Williams. “The ATDC helped give us additional credibility and support as an early-stage startup, which benefited us greatly as we built the company, recruiting staff, clients and investors. Moreover, we have received tremendous value from ATDC advisors such as Lance Weatherby and Mary Leary, as well as the ATDC peer group of other startup CEOs. We are very proud to graduate from such a prestigious organization, and we look forward to evolving our relationship with the ATDC as BLiNQ Media continues to grow both locally and globally.”

About BLiNQ Media

BLiNQ Media delivers breakthrough Facebook advertising results for agencies and big brands. The leading global technology innovator in Facebook advertising, BLiNQ Media drives rapid and scalable performance with a powerful combination of a proven approach to campaign management, optimization, engagement and branding insight; and its [BLiNQ Ad Manager \(BAM\)](#) platform. BLiNQ Media has pioneered [Social Engagement AdvertisingSM](#) and [CPSASM \(Cost Per Social ActionSM\)](#) optimization for Facebook campaign success. Agencies currently tapping the power of BLiNQ Media and BAM include WPP’s GroupM, Publicis, Omnicom Media Group, Turner Media Group, Havas Digital 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 and www.blingadmanager.com.

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