



Bluefin Technology Partners, LLC

Community Marketplace Solutions for Publishers

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For Immediate Release



Bluefin Technology Partners Signs Up *The Oklahoman* for Self Service Print and Online Advertising Solutions.

Andover, Massachusetts, February 20, 2007 — Bluefin Technology Partners, LLC., a leading provider of print and online community marketplace solutions for the publishing industry, today announced an agreement with OPUBCO Communications Group, publishers of *The Oklahoman*, NewsOK.com, Wimgo, and a variety of audience-driven products throughout Oklahoma to deploy the company's premier offering *BluefinCMP™* (Community Marketplace Platform) powering their self service place ad strategy for increasing both print and online classified ad revenue and volume.

The deployment includes *Bluefin Place Ad*, allowing advertisers on the Web to place classified ads in multiple print and online publications, and to post their ads online to affiliated Web portals, all from a single 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 will help drive classified revenue by giving advertisers tools to make their ads stand out.

As part of the second phase, OPUBCO Communications Group plans to integrate the online ad-taking process with their SAP Advertising System, as well as adding *Bluefin Place Ad – For Display*, allowing advertisers to create, deliver, and manage display advertising for contract and private party clients.

"For a long time, we have been looking for a self-service solution so our advertisers can place ads via the Web for both print and enhanced online ads", said Tom Hite, Vice President of Classified and Interactive Advertising for the OPUBCO Communications Group. "BluefinCMP provides us with best overall self-service solution for our valued advertisers, and readers. Their offering will help us grow our advertising business, reduce operating costs, while providing our advertisers with a great user experience".

"We are pleased to be selected by such a prestigious publishing company, and able to play an integral role in their self service e-commerce strategy", said Rich Grover, General Partner and founder of Bluefin Technology Partners. "Their selection of Bluefin, further validates that our superior offerings can scale from regional community publishing groups, to large major metro publishing companies. With Bluefin Technology Partners it's not just about providing self service Web tools for creating the best print ad, or the best online ad, but rather giving Publishers the best platform available so their advertisers can sell their products or services, and promote their businesses."

(More)



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Bluefin Technology Partners signs up new Newspaper Publisher for Community Marketplace Platform (page 2)

About OPUBCO Communications Group

OPUBCO Communications Group is a division of the Oklahoma Publishing Company, a 104-year-old privately held corporation based in Oklahoma City, with current interests in media, hospitality, minerals, communications, technology, securities and real estate development, among other ventures. Across multiple media channels, OPUBCO Communications Group delivers a network of products that connect Oklahomans and propel the business strategies of advertising partners.

OPUBCO Communications group publishes Oklahoma's largest daily newspaper and most trusted news source, *The Oklahoman*, as well as the state's most trafficked website, NewsOK.com. The company owns and operates The Oklahoman Direct, the oldest and largest full-scale direct marketing provider in Oklahoma. In addition, OPUBCO Communications Group produces Wimgo.com, a comprehensive local directory of information, LOOKatOKC, the state's largest local entertainment publication targeted to 20-somethings, Viva Oklahoma, the state's largest Hispanic publication and many more audience-driven, niche publications and websites.

About Bluefin Technology Partners, LLC.

Bluefin was founded in January of 2005, by senior executives with substantial experience servicing the newspaper media companies, as an innovative solutions provider to the publishing and advertising industries. 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. Foundation customer, Black Press New Media of Vancouver, British Columbia, uses BluefinCMP™ for self-service classified ad placement in over 75 print publications, as well as powering the regions leading marketplace portal *BCClassified.com*. Other clients include the Star Tribune, Penn Jersey Advance, East Oregonian Publishing Company, San Diego Union Tribune, The Chicago Tribune, and Tribune Interactive.

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