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**BrandMuscle teams with Adobe to help companies increase
brand visibility in challenging economic times**

CLEVELAND, Ohio, Feb. 23, 2009 – In order to help corporate marketing departments maximize their resources without sacrificing their national localized marketing efforts, BrandMuscle has teamed with Adobe® to make its proprietary flagship solution, BrandBuilder®, even more user-friendly and cost-effective.

BrandMuscle now uses Adobe InDesign® technology to manage the creation and composition of localized marketing and advertising materials. Templates are developed using an InDesign desktop client with BrandMuscle plug-ins, which allows for robust and flexible built-in rules for customization. Based on a set of pre-defined rules, clients can manage text, image selection and overall brand integrity. InDesign technology works with the BrandMuscle composition engine and asset manager to create an online proof and then deliver the production-ready, high-resolution final output from the template.

"With Adobe InDesign Server's integration capability, we are able to extend the powerful publishing features of Adobe InDesign desktop software online with configurable workflows to support the client's needs," said Giridhar Mulastanam, vice president, product development, BrandMuscle Inc.

BrandMuscle also utilizes Adobe's open-source Flex® framework to create its BuildMyAd application, a self-service marketing solution that allows independent businesses to build their own customized ads.

According to Dave   Gruber, group product

marketing manager for Flex at Adobe, the BrandMuscle application "is a great illustration

of how the Adobe technology platform can be used to enable end-users with innovative,

highly engaging applications that work across platforms and operating systems."

"The synergy of utilizing Adobe InDesign® technology and BrandMuscle plug-ins

within one application not only has improved the productivity of our production artists but

also increased the efficiency in which we are able to provide advertising materials to our

clients," said Dave Kudla, graphic operations manager at BrandMuscle Inc.

In addition to providing online ad creation and creative production management,

BrandBuilder's Media Center can help clients easily place ads through an e-commerce-

enabled solution and take advantage of the same cost advantages associated with large

media buyers. Clients not only can benefit from BrandMuscle's media planning

assistance, ensuring the most effective and targeted media buys, but also direct-routing

to target audiences and media outlets via a user-friendly e-commerce feature.

"By working with Adobe InDesign, BrandMuscle is able to offer customers a

powerful industry-standard solution to localize marketing campaigns. Corporate

marketing departments can maintain brand integrity, while enabling local users to

customize materials for their area or target audience, send the finished creative file to a

printer or advertiser and download the file for record-keeping or printing locally," said

Maria Santoferraro, vice president of media, BrandMuscle Inc.

"Media companies are looking for ways to drive more ad sales, and an online

solution like this can reduce costs and reach a bigger audience of potential advertisers,"

said Phil Alexander, president and chief executive officer of BrandMuscle.

For more information about BrandMuscle's marketing solutions utilizing the

Adobe InDesign platform, please contact Lorie Llorens at 1-866-464-4343, ext. 2047 or

by e-mail at lllorens@brandmuscle.com. You also can visit our Web site at

www.brandmuscle.com

About BrandMuscle Inc.

Headquartered in Cleveland, Ohio, with offices in Kansas City and Los Angeles, BrandMuscle Inc. (BMI) is a leading provider of proprietary technology-enabled marketing solutions and offers expert client services and ongoing support to assist marketing professionals with the development, customization and distribution of local marketing communication materials for multiple types of media. BrandMuscle serves well-known brands, including Allstate Insurance®, BMW of North America LLC®, JPMorgan Chase & Co.®, Chili's® and DIRECTV®.