



For Immediate Release

BrandMuscle Launches Enhanced Ad Builder Solution

Cleveland, Ohio, January 14, 2010 – BrandMuscle Inc., a leading provider of technology-enabled marketing solutions, announced today that it has launched new functionality for [BrandBuilder®](#), the company's proprietary online ad builder.

In 2009, the company announced its partnership with Adobe® which resulted in a series of enhancements including a more intuitive user-interface, improved color and language capabilities and flexible ad resizing technology. National advertisers with strong distributed, co-op or local advertising needs utilize BrandBuilder® to automate the production of locally relevant advertising materials within pre-determined corporate brand guidelines.

The latest enhancements to [BrandBuilder®](#) empower local marketers to customize and deliver e-mail, television spots, outdoor, digital and direct mail advertising through a user-friendly, e-commerce enabled application. "These new enhancements maximize our client's abilities to plan, implement and track integrated marketing programs at the local level and in the medium of their choosing," states Philip Alexander, president and chief executive officer.

In addition, to enhance the ROI for one-to-one direct marketing, the solution provides local users with the ability to access corporate databases and the ability to upload or purchase their own mailing lists. User-friendly interactive tools allow local marketers to then qualify and create targeted mailing lists for campaigns. The solution also provides for integration with co-op providers, enabling local marketers to utilize co-op funds to pay for their advertising.

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“Within minutes, a franchisee can build a customized mail piece, select the recipients using our interactive mailing list feature, have the piece printed and mailed, and pay for the purchase using co-op funds or a credit card,” says Clarke Smith, vice president of media.

“Our staff is largely comprised of marketing professionals”, adds Alexander. “We pride ourselves on balancing the latest technology with exceptional client service and ongoing support to ensure our clients achieve a favorable return on their investment.”

Learn more about BrandMuscle and its suite of local marketing solutions by visiting <http://www.BrandMuscle.com> or by calling the company at (866) 464-4342.

About BrandMuscle Inc.

Headquartered in Cleveland, Ohio, with regional offices in Kansas City and Los Angeles, BrandMuscle Inc. is a leading provider of technology-enabled marketing solutions for national brand advertisers with strong distributed, local or co-op marketing programs. Founded in 2000, BrandMuscle employs over 115 highly skilled marketing and technology professionals and continues to position itself for strategic growth. BrandMuscle’s clients include many of the nation’s most recognizable brands including Allstate Insurance®, BMW of North America LLC®, California Closets®, DIRECTV®, Hunter Douglas®, and T-Mobile®.

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