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BrandMuscle Named to ExactTarget's Partner Advisory Council

Company Selected to Join World's Top Interactive Agencies and Technology Providers to Provide Feedback and Collaborate on Future Product Enhancements

CLEVELAND, Ohio, May 13, 2010 – BrandMuscle, Inc., a leading provider of technology-driven [distributed marketing solutions](#) for companies with strong local marketing programs, announced today that ExactTarget, a global provider of email marketing and interactive marketing solutions, has named BrandMuscle to its Partner Advisory Council.

Founding members of the ExactTarget Partner Advisory Council include executives from 13 of the world's top interactive agencies and marketing technology providers. Selected from ExactTarget's more than 600 partners, BrandMuscle has appointed Clarke Smith, vice president of local marketing and media to represent the company.

The council will provide feedback to ExactTarget and collaborate on future product enhancements to fuel continued growth of ExactTarget's global network of agencies and embedded technology partners. BrandMuscle became an ExactTarget embedded partner last year.

Companies with large distribution networks, local marketing programs and local ad customization needs use BrandMuscle's software to [control brand identity](#) during local execution of advertising and marketing. The company's ad builder software, BrandBuilder®, allows field stakeholders including franchisees, agents, distributors, and dealers, to customize corporate-approved marketing materials and ad campaigns for use in their local markets. The [BrandBuilder®](#) solution allows for local ad customization in a variety of print and digital media types including mobile, SMS text messaging, electronic brochures, paid search and email.

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May 13, 2010 | Page 2 of 3

"We chose to partner with ExactTarget because their email delivery engine is second to none. A number of our clients already use ExactTarget for their national email campaigns. By combining our templated approach to local email creation with their delivery engine, we've created the most robust local email marketing solution available on the market," states Smith.

"I'm honored to serve on the council and look forward to collaborating in ways that will continue to fuel product enhancements and future growth, for both of our organizations," concludes Smith.

About ExactTarget

ExactTarget is a leading global provider of on-demand email marketing and interactive marketing solutions. The company's software as a service technology provides organizations a single platform to connect with customers via triggered and transactional email, integrated text messaging, voice messaging, landing pages and social media. Supported by collaborative global services teams, ExactTarget's technology integrates with more sales and marketing information systems than any other in the industry, including Salesforce.com, Microsoft Dynamics CRM, Omniture and Webtrends among many others. ExactTarget's software powers permission-based multi-channel communications for thousands of organizations around the world including Expedia.com, Aurora Fashions, Papa John's, CareerBuilder.com, Gannett Co., Inc., The Leukemia & Lymphoma Society, The Home Depot and Wellpoint, Inc. For more information, visit www.exacttarget.com or call 1-866-EMAILLET.

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BrandMuscle Named to ExactTarget's Partner Advisory Council

May 13, 2010 | Page 3 of 3

About BrandMuscle, Inc.

Headquartered in Cleveland, Ohio with regional offices in Kansas City and Los Angeles, BrandMuscle Inc. is a leading provider of technology-driven marketing solutions for national brand advertisers with strong distributed and local marketing programs. The company's software allows organizations to effectively control brand identity during the local execution of advertising and marketing campaigns. Founded in 2000, the company 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®, Steelcase®, Hunter Douglas®, and T-Mobile®. For more information, please visit www.BrandMuscle.com or call 1-866-464-4342.

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