



***For Immediate Release***

Contact: Jan Sisko, CarabinerPR

Email: [jsisko@carabinerPR.com](mailto:jsisko@carabinerPR.com)

Phone: (678) 461-7438

**BLiNQ Media Acquires Charles Lumpkin + Partners**

***Acquisition Enhances Performance-based Social Engagement Advertising Offering***

**ATLANTA / June 15, 2010** – BLiNQ Media, a [Social Engagement Advertising<sup>SM</sup>](#) company and the pioneer of performance-driving [CPSA<sup>SM</sup>](#) (Cost per Social Action<sup>SM</sup>), announced today the acquisition of Atlanta-based Charles Lumpkin + Partners, an online media planning and buying company specializing in search marketing, performance display, mobile and social media advertising. Charles Lumpkin, founder of Charles Lumpkin + Partners, will take on the role of Vice President of Media at BLiNQ Media.

Lumpkin will oversee all media services for BLiNQ Media and help lead the strategic development of the [BAM](#) (BLiNQ Ad Manager) system. His technology background and experience working with fast-growth entrepreneurial ventures and Fortune 500 companies will be an asset to BLiNQ Media and its customers. A noted expert in search marketing and performance-based media, Lumpkin has managed “multi-million dollar search marketing and cost-per-acquisition budgets for companies who demand disciplined, intelligent and measureable Internet advertising.”

Lumpkin’s associate, Josh West, will take on the role of Senior Media Manager, and will provide day-to-day management and optimization for BLiNQ Media client campaigns using the BAM system. West also brings significant search marketing and performance-based media buying experience to the team from past work with companies such as Staples and InterContinental Hotels Group (IHG). Both Lumpkin and West have degrees from the Georgia Institute of Technology.

“Charles Lumpkin + Partners blends a compelling combination of technology, analytics and performance-based online media which will help us maximize social media advertising results for our customers as well as contribute to the ongoing development of our BAM technology,” commented Dave Williams, CEO, President and Co-founder of



BLiNQ Media. “Together, our companies will provide superior social engagement advertising solutions to brand marketers and agencies.”

### **About Charles Lumpkin + Partners, LLC**

Charles Lumpkin + Partners, an Atlanta-based firm led by noted expert Charles Lumpkin, provides counsel and advisory services in the areas of search marketing, performance display, mobile and social media advertising. Charles Lumpkin + Partners helps brands and agencies improve the ROI of their campaigns through campaign planning, optimization, landing page testing, and improving Web site conversion rates. Throughout his career, leading brands have benefited from Lumpkin’s expertise including The Home Depot, Brink’s Home Security, Liberty Medical, and FootSmart, among others.

### **About BLiNQ Media**

BLiNQ Media, a Social Engagement Advertising<sup>SM</sup> company headquartered in Atlanta, Georgia, makes it easy for big brands to deliver break-through results in social networks like Facebook. BLiNQ Media is pioneering CPSA<sup>SM</sup> (Cost Per Social Action<sup>SM</sup>) and Social Engagement Advertising to drive up social ad performance while keeping costs down. BLiNQ Media fundamentally changes the way brands message, target and engage consumers in social networks with a strategy-based approach underpinning powerful media management technology, performance-based pricing and unparalleled quantitative analysis. BLiNQ Media’s family of innovative and powerful technology solutions, anchored by [BAM](#) (BLiNQ Ad Manager), was created with the Facebook Ads API to enable rapid and scalable management and optimization of performance-based social media campaigns. BLiNQ Media is a member of Georgia Tech’s Advanced Technology Development Center (ATDC) and can be found on the Web at [www.blingmedia.com](http://www.blingmedia.com), as well as on Facebook and LinkedIn.

###