

## **CRMG Selects Blink Logic's SaaS BI Solution To Offer Integrated Reporting And Analytics Tools To Its CRM Customers**

**San Francisco, CA – February 27, 2007** – Blink Logic Inc., (OTCBB: BLKL) today announced that it has been selected by CRMG, a strategic customer relationship management solution provider for small and medium businesses, to provide robust reporting and analytics tools that support the sales process. Leveraging Blink Logic's software-as-a-service (SaaS) business intelligence (BI) solution, CRMG provides its customers with a way to take control over their own data, analyze information as required, generate complex ad-hoc reports, and make strategic decisions based on customized reports that provide in-depth visibility into business processes.

"The reason most CRM implementations fail is because enterprises cannot halt business activities to select, implement, and adapt to software," said Mir Ali, CEO and Founder, CRMG. "People need tools that easily integrate into their existing workflow. With Blink Logic's on-demand BI, we are able to provide our customers with a powerful analytical tool that easily fits into their existing work habits and sales cycle. CRMG users will now get the information they need, when they need it, in the format they choose to effectively execute their sales strategies."

CRMG has a unique software delivery model that goes beyond software features and benefits. Using their proprietary STEP™ (Strategic Evaluation and Planning) methodology, CRMG establishes immediate, short-term needs and long-term goals for each implementation. A dedicated account manager for each client guides the implementation, training and user-adoption phases of the CRM deployment. As part of the STEP process CRMG establishes the main objectives and end-results expected at the desktop level and at the management level. In most cases, not all initiatives can be met at once. Each level of success in the CRM implementation is inherently dependant on the effectiveness of the previous phase. With a never before seen model in the software industry, CRMG conducts annual CRM reviews with each client to re-establish and re-align the CRM implementation for current and future needs.

"We are excited to see our clients' reactions for the upcoming annual reviews when we present them the Blink Logic BI solution integrated with our CRM platform," said Mir Ali. "We will be able to provide our clients with an unprecedented level of visibility into their data with surprisingly little effort. Giving our clients this kind of visibility into their own data is crucial for the success of our CRM platform. We will be able to deliver business intelligence at a whole new level, which in-turn will help us establish clearer objectives for the next phase of the CRM implementation. This is clearly a win-win situation for all."

Previously, CRMG needed to create customized reports and dashboards based on manually extracted data which was time consuming for the customer and provided a limited view into the CRM data. By integrating Blink Logic into its CRM solution, CRMG puts the power of reporting, collaboration, and analysis into the hands of its customers to gain visibility and control over their own data.

"SaaS BI and CRM solutions are ideal for SMBs that need the same tools as a large enterprise as they provide manageable and user-centric interface without a crippling upfront investment," said David Morris, CEO, Blink Logic. "In order to manage the sales cycle effectively, each user profile needs to see information correlated in different ways to make actionable decisions. CRMG can now provide its customers with a comprehensive solution that taps into the existing pipeline to generate the analysis needed at any time."

Blink Logic works closely with independent software vendors such as CRMG to enhance and support existing solutions with collaborative self-service BI. By providing a value-added service, Blink Logic enables ISVs to quickly scale their business and differentiate themselves within the market. The new integrated CRM analytics tool is available through CRMG on a subscription basis. For more information please contact: [sales@crmg.com](mailto:sales@crmg.com).

**About Blink Logic Inc.**

Blink Logic Inc. (OCTBB:BLLG), delivers on-demand business intelligence solutions that connect people with the information they need to make decisions at the speed of business. Blink Logic provides an enterprise-class, self-service, end-user environment that encompasses the full range of capabilities required by the broadest range of users in an organization — all for a low monthly subscription price. These capabilities include: dashboards, analysis, collaboration, annotation, scorecards, web reports, and location Intelligence. Blink Logic integrates with major business intelligence, OLAP, and database platforms such as Microsoft SQL Server, Cognos, Oracle, and IBM DB2. Unlike traditional BI solutions, Blink Logic can be deployed in only a few days. For more information, please visit [www.blinklogic.com](http://www.blinklogic.com).

**Safe Harbor Statement:**

*This release may contain forward-looking statements. These forward-looking statements are neither promises nor guarantees, but involve risks and uncertainties that may cause actual results to differ materially from those in the forward-looking statements. Readers should not place undue reliance on any such forward-looking statements that are based solely on information known as of the date of this release. Blink Logic Inc. disclaims any obligation to update or revise any such statements to reflect any change in expectations or in events, conditions or circumstances on which any such statements may be based or that may affect the likelihood that actual results will differ from those contained in the forward-looking statements.*

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