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BrightBlue Marketing, Inc. Launches Marketing Practice for Oracle Partners

Oracle Partners Have New Options to Gain Marketing Traction

April 1, 2009 – Dallas, Texas. BrightBlue Marketing, a full-service marketing agency based in Dallas, has launched a new BrightBlue Marketing Practice for Oracle Partners. BrightBlue's Marketing Practice for Oracle Partners is built on the success of the BrightBlue team's Oracle and channel marketing expertise and developed especially for members of the Oracle Partner Network. BrightBlue's Marketing Practice for Oracle Partners offers varying levels of services designed to help Oracle Partners gain traction from their marketing efforts.

As former channel marketing director for Oracle, BrightBlue Marketing Founder and Managing Creative Director Candace Lopez, said "The Oracle Partner Network is rich with opportunities, but many Oracle partners do not know how to navigate through the complexity of the offerings to combine the elements into the right strategy. Similarly, most marketing agencies are lost when it comes to how to help an Oracle partner. They spend months just familiarizing themselves with the depth of Oracle offers and where the partner fits within the whole ecosystem. BrightBlue is past that point – we bring the knowledge with us to hit the ground running."

"We know what it's like to walk in the shoes of an Oracle Partner," said Melissa Womack, Director of BrightBlue's Marketing Practice for Oracle Partners. "Each Oracle Partner has their own culture, industry focus, client focus and methods of doing business. BrightBlue brings out that uniqueness while working within the framework of the Oracle Partner Network."

About BrightBlue Marketing:

BrightBlue Marketing is a full service marketing agency that crafts and communicates your unique story through marketing experiences. These marketing experiences include strategic marketing campaigns, branding web sites, events, and partner marketing in the high tech industry.

Our focus is to go above and beyond in creating and executing bright ideas that move your prospects and partner's prospects to **Recognize, Trust, React, Buy** and **Buy Again**.

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