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Bluenog Selects Feintuch Communications as Agency of Record

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PISCATAWAY, N.J. and NEW YORK, July 6 /PRNewswire/ -- Bluenog, an enterprise software and solutions company based in Piscataway, N.J., has named Feintuch Communications its agency of record.

The selection was announced by Bluenog Co-Founder and Chief Operating Officer Scott Barnett, following the PR launch of Bluenog ICE™ 4.5, the latest version of the company's award-winning flagship commercial product.

"We needed a firm that understood the nuances of the open source community as well as the complexities of Bluenog ICE, an Integrated Collaborative Environment of content management, portal and business intelligence software," said Mr. Barnett. "The team at Feintuch Communications really gets it and they are committed to helping us spread the word and increase sales."

The Feintuch Communications Bluenog team is headed up by Henry Feintuch, president, and Steph Johnson, senior vice president.

"Bluenog is breaking new ground with its pre-integrated suite of Enterprise 2.0 applications that organizations use to create rich Internet applications and manage dynamic website content in an extremely cost-effective manner," said Mr. Feintuch. "We are working closely with the company's management team to produce a smart and strategic public relations campaign that reaches a broad range of companies that can benefit from this disruptive technology."

About Bluenog

Bluenog is an enterprise software and solutions company. Our award winning flagship product, Bluenog ICE, is the only Enterprise 2.0 application development platform built on pre-integrated open source content management, collaboration, presentation and reporting projects. It is an Integrated Collaborative Environment that leverages the latest Web 2.0 technologies, unifies security and administration and readily integrates with existing systems. Leading organizations rely on ICE to manage dynamic website content, and to build and deploy Rich Internet Applications (RIA) such as self-service portals faster and at a lower cost. Bluenog Solutions Group meets our customers' unique challenges by combining commercial and open source software into pragmatic solutions. Headquartered in Piscataway, N.J., Bluenog is also a Red Hat, Oracle and Actuate partner. For more information, visit www.bluenog.com.

About Feintuch Communications

Feintuch Communications (www.feintuchcommunications.com), based in New York City, is a strategic relations firm with decades of experience in developing and implementing successful public relations programs for organizations of all types and sizes - from emerging companies to non-profits, associations and the Fortune 500. The firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, healthcare/life sciences and advertising and media. Its vision is to provide the expert service, experienced counsel and hands-on support that clients need to meet their business objectives.

Bluenog ICE is a trademark of Bluenog.

This release is available online in the Feintuch Communications media room at www.feintuchcommunications.com.

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