



FOR IMMEDIATE RELEASE

Contact: Nancy Fullbright
(404) 894-2214

nancy.fullbright@innovate.gatech.edu

Michelle McWhinney
(202) 361-2891

mmcwhinney@jeffersoncomm.com

BALAYA JOINS ADVANCED TECHNOLOGY DEVELOPMENT CENTER

Savannah, GA (March 3, 2009) – Balaya, LLC (Balaya), delivering the power of Social Media to business, today announced that it was accepted into the Advanced Technology Development Center (ATDC), a nationally-recognized science and technology incubator based at Georgia Tech. One of seven Savannah area members of the ATDC, Balaya will work closely with the ATDC team to refine their strategic business plan and pursue business development opportunities.

“This is a tremendous honor and opportunity for our company,” said Bob Nunnally, CEO of Balaya. “Their outstanding track record for helping tech startups and their vast resources are impressive.”

Balaya is poised to provide business-centric social media solutions that will improve organizational communication and collaboration. The social media market, comprised of enterprise, consumer and advertising social media, is worth nearly \$40 billion. Balaya will target a \$14 billion segment of that market via a three-part strategy: direct sales, a focus on select marquee media clients and the establishment of channel partners. Revenue will be generated from setup and customization fees, subscription fees and an option for shared advertisement revenue.

“Businesses and organizations are desperate to stay connected, and the most promising activity for that is social media, things like wikis, blogs and social networking sites, which are seeing triple-digit audience growth,” said Nunnally. “However, none of those tools were built as a business solution. Companies searching for better ways to remain engaged with their customers and employees need to look beyond the existing social media websites. We can help any organization with a need to communicate instantly or constantly improve efficiencies and their bottom line.”

“We are very happy to have Balaya as a new ATDC member here in Savannah,” said Orjan Isacson, Acting Director of Savannah’s ATDC. “Balaya’s unique messaging platform for businesses and media companies will create new knowledge-based jobs in Savannah which is what this region needs.”

About Balaya

Headquartered in Savannah, Georgia, Balaya develops social media tools that provide businesses tangible results and a competitive advantage. The company’s web-enabled products and services move a brand beyond a website to an interactive desktop and mobile device presence that improves communication with

employees and customers. For more information visit www.balaya.com or contact Michelle McWhinney at (202) 361- 2891.

About ATDC

The Advanced Technology Development Center (ATDC) is a nationally recognized science and technology incubator that helps Georgia entrepreneurs launch and build successful companies.

ATDC provides strategic business advice and connects its member companies to the people and resources they need to succeed. More than 110 companies have emerged from the ATDC.

Headquartered at the Georgia Institute of Technology, ATDC has been recognized by both Inc. and Business Week magazines as among the nation's top nonprofit incubators. ATDC was formed in 1980 to stimulate growth in Georgia's technology business base, and now has locations in Atlanta and Savannah. ATDC is part of Georgia Tech's Enterprise Innovation Institute. For more information, please visit (www.atdc.org).

#