



## **Blue Robin Appoints New Chief Marketing Officer**

Waltham, MA, July 18, 2007 --(PR.com)-- Blue Robin, Inc. ([www.bluerobin.com](http://www.bluerobin.com)), a leading developer of eBusiness Infrastructures and customized Business Intelligence software, continues its rapid growth by hiring Mr. Nick Allen as Chief Marketing Officer. Mr. Allen comes to Blue Robin with over 10 years experience as the Vice President of Marketing for Quality Solutions, Inc., a leader in Publishing Title Management Software & Data Delivery Solutions. Nick brings a combination of strategic thinking with a proven track record in brand management and will be an invaluable part of the senior management team of Blue Robin, Inc.

In his role as the CMO of Blue Robin, Mr. Allen will lead and drive all of the company's initiatives in the marketing department, including Operations, Branding, Sales Management, New Account Acquisition, Business Development, Partnership Marketing, and Strategic Relationships.

"Nick brings to Blue Robin a deep understanding of Internet-based business systems. His unique expertise in the publishing industry will be a great asset for developing new strategic partnerships," said Hadi Shavarini, co-founder and CEO of Blue Robin. "We are excited to have such a high caliber executive on our team and look forward to Nick's leadership, as he helps us to continue to expand the company, enhance our offerings, and guide Blue Robin through its current explosive growth phase."

"I am pleased to join Blue Robin at such an exciting time in the company's development," said Allen. "I look forward to partnering with all departments across the entire organization to develop marketing strategies and plans that will enable us to take advantage of the exciting possibilities that the future holds for us."

### About Blue Robin, Inc.

Blue Robin is a leading eBusiness Infrastructure developer and can design, develop, implement, and support eBusiness infrastructures that combine data, voice, and video, utilizing the latest and the greatest hardware and software technology in diverse operating environments.

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