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BALAYA WINS AT FIVE VENTURES BUSINESS COMPETITION

SAVANNAH, GA (April 14, 2009) – Balaya, LLC (Balaya), delivering the power of Social Media to business, today announced that it won the Information Technology and Software as a Service category of last week’s Five Ventures Business Plan Conference and Competition. The competition, in its ninth year, tests the business acumen of startup companies for a chance to win more than \$100,000 in cash and in-kind services. Fifteen start-up companies competed in the finals.

“We are honored to be recognized among the many great companies featured in the Five Ventures Competition,” said Bob Nunnally, CEO of Balaya. “Interest in Balaya and our first product, tick-it, is growing rapidly. I am very happy for our customers, investors and staff who have worked tirelessly to create this game-changing technology.”

Balaya provides business-centric social media solutions that 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 \$4 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.

Balaya’s first application, tick-it®, is an interactive communication tool that improves team and group collaboration while lowering operating costs and improving organizational efficiencies. Running like a news ticker across the desktop or mobile device, tick-it blends the best elements of social networking, email, and RSS technology to deliver stronger brand engagement and create a new revenue stream through the use of on-application advertising. Secure and spam-free, tick-it delivers the power of Social Media to the business setting.

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 Five Ventures®

A free competition open to any aspiring entrepreneur with an early-stage high-growth business within the Southeast region of the county. Competitors are segmented into one of five sectors: Biotechnology - Pharmaceuticals, Biotechnology-Devices, Information Technology/Software-as-a-Service, Service/Retail and Student/Non-Profit. Media contact: Kenneth C. Paulus, 704-687-8284

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