



BLINK LOGIC RECRUITS VETERAN EVP WORLD-WIDE SALES

Oracle, Progress Software and Net Dynamics sales exec Pam Passaretti joins

San Francisco, CA – April 14, 2008 – **Blink Logic Inc., (OTCBB: BLKL)**, the innovation leader in Software as a Service (SaaS) Business Intelligence (BI) announced today that Pamela Reilly Passaretti has joined the company as Executive Vice President, World-Wide Sales and Service. Ms. Passaretti is responsible for executing the company's strategy to dominate the emerging SaaS BI category.

"Pam has a track record of building and running world-class sales organizations at successful companies like Oracle, Progress Software, and Net Dynamics", said David Morris, Blink Logic's CEO. "She knows how to build, motivate and manage a sales organization, and how to move deals from pilots through large deployments under the SaaS business model. Pam has plenty of experience with fast-growing companies; she helped take E.piphany, Oblix and Extensity to market and built strong sales teams for each of them."

"Blink Logic has a solid go-to-market strategy to start penetrating the 100,000-plus mid-market companies around the world," said Ms. Passaretti, "Our offering is highly differentiated in that the line-of-business user is able to access and analyze the data in real time without having to rely on the IT department. The customers I've met are addicted to the action model and are delighted with the results. I am confident that we will break through to become *the* major player in the emerging SaaS BI space. I'm thrilled to be part of Blink Logic, and to have such a great product to sell."

Ms. Passaretti is based in the company's Mill Valley office and reports to Mr. Morris.

About Blink Logic Inc.

Blink Logic Inc. (OTCBB: BLKL), delivers SaaS BI solutions to customer-facing line-of-business executives in mid-market companies around the world. By sharing the software, hardware, maintenance and support costs across tens of thousands of customers, Blink Logic can deliver tremendous capability to its customers at a low monthly subscription price. In the past, the high cost and extensive customization involved in implementing 'twentieth century' BI has kept mid-market companies away from business intelligence. Now Blink Logic offers them a new class of secure internet-based solutions to connect their companies with their customers, prospects, partners and employees. Executives can put Blink Logic's "Do-test-do better" action model right to work, continuously increasing revenue, customer satisfaction and profitability. For more information, please visit www.blinklogic.com.

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