



LEADING ENTERPRISE REQUEST MANAGEMENT FIRM CHOOSES BLINK LOGIC

Blink Logic to extend self-service BI in partner's SaaS ERM Offering

San Francisco, CA – May 08, 2008 – **Blink Logic Inc., (OTCBB: BLKL)**, the innovation leader in Software as a Service (SaaS) Business Intelligence (BI) announced today that it has been chosen by a leading provider of Enterprise Request Management (ERM) software, to extend the BI functionality of its on-demand product.

This vendor is the premier enterprise software provider of request and workflow management software for managing internal controls, request and approval processes, workflow automation and corporate compliance initiatives. Their on-demand product enables enterprises to improve productivity, enforce accountability and comply with corporate governance legislation while realizing significant cost savings from automating business processes.

Why Blink Logic

The vendor's offering features built-in parameterized reports to give business owners visibility into their key business processes. Whenever a business owner wants to focus on a specific business process, this vendor's product makes it easy to do, and then makes it possible to save the request for future use. Impressed by what they learned about their businesses, some of the vendor's customers wanted to go even deeper. They asked for additional ad hoc analysis and data visualization capabilities. The vendor chose to integrate Blink Logic to provide their customers with these capabilities; they never considered doing this themselves because they wanted to focus on their strengths in ERM.

Blink Logic Uniques

The vendor chose Blink Logic for three reasons. They wanted it SaaS-based--like their own offering--to ensure that their customers got the most up-to-date version. Second, they wanted the data visualization to be as self-service as the rest of their product line, to make deployment and training quick and easy. Third, they wanted to delight their customers with something special: Blink Logic's annotation feature allows business owners to collaborate with their management, their co-workers, and their employees, building "intellectual capital" for continuous process improvement. Blink Logic was the only potential partner that gave them all three: SaaS-based, self-service BI, and the unique collaboration feature.

Unlike some of the old guard BI players they talked to, they found Blink Logic very easy to do business with.

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.

Safe Harbor Statement:

This release may contain forward-looking statements. These forward-looking statements are neither promises nor guarantees, but involve risks and uncertainties that may cause actual results to differ materially from those in the forward-looking statements. Readers should not place undue reliance on any such forward-looking statements that are based solely on information known as of the date of this release. Blink Logic Inc. disclaims any obligation to update or revise any such statements to reflect any change in expectations or in events, conditions or circumstances on which any such statements may be based or that may affect the likelihood that actual results will differ from those contained in the forward-looking statements.