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For more information, contact:

Mary Beth West, mb@marybethwest.com
(865) 982-6626

Knoxville's Blue Media Boutique Merging with Efficiency *Interactive Firm to Become Division of Knoxville's Second-Largest Software Developer*

Knoxville, Tenn. – Efficiency, Knoxville's second-largest software development and consulting company, announced today its merger with Knoxville-based Blue Media Boutique, an interactive creative services firm.

The Blue Media Boutique brand, established in Knoxville in 2008 and led by Tori W. Rose, will become a trademarked division of Efficiency to provide user experience and interface design for Efficiency's custom application software.



The two companies began working together in 2011, with projects that included such clients as Radio Systems Corporation, Innovative Events and SellBuytheRoom.com.

Efficiency will maintain Blue Media Boutique's web development, interactive marketing and social media strategy services for Blue Media's existing client base and will continue to grow this new side of Efficiency's business.

"Our two companies already had a relationship in place, with Tori's team creating stronger user-experience / user-interface solutions for several of our clients' software programs," said Efficiency President April Cox. "We now will have the benefit of Tori's team fully engaged with all of our clients at the appropriate stage to make sure they get the most functional applications with strong, intuitive design."

According to Rose, the merger represents a unique pairing in the regional marketplace.

"Among local interactive and web design firms, there are few that offer the vast level of in-house developer and quality assurance talent that our team offers, now combined with Efficiency," Rose said.

"Before, there was occasional business that I had to turn away because of how complex the back-end piece might be to a website development project, for example," Rose said. "Now, no project will be too large for us. We're no longer stuck in a small-to-medium range of clients, whether by quantity or size of project."

Rose's team of eight creative services, graphic design and social media professionals will join Efficiency's team of 50, which includes software developers and technical staff based both locally in Knoxville and in Efficiency's office in Puducherry, India, which employs all full-time employees.

Key clients of each firm have recently included, for Efficiency: Coca-Cola, Ritway, and the West Virginia Department of Education; and for Blue Media Boutique: Oak Ridge National Laboratory, Dominion and The District in Bearden.

More information can be located at www.efficiency.us.

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