

## **Media Contact**

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## **OnePlace Announces Merger With Bluewater**

*OnePlace and Bluewater will bring online collaboration and integrated direct marketing as a package to franchise corporations*

MINNEAPOLIS – January 11<sup>th</sup>, 2011 - [www.oneplacehome.com](http://www.oneplacehome.com) - OnePlace, the [online business collaboration solution](#) provider, announced today they are merging with a local direct marketing software and services provider. Now, OnePlace provides its unique organization and team collaboration solution to Bluewater and its clients.

Bluewater's [direct marketing solutions](#) focus on the local direct marketing needs of multi-unit corporations and franchises. They develop integrated software for clients to manage direct marketing campaigns easily, and distribute them effectively. Bluewater is based in the Minneapolis area and has been increasing the direct marketing result of franchise corporations since 1998.

“Earlier this year, we discovered the communication structure inside OnePlace is a perfect fit for the unique communication needs of franchise corporations,” said Steve Kickert, CEO of OnePlace, “By merging with Bluewater, we can improve the organization and collaboration of their current clients, while offering a brand new solution to prospects.”

As a result of the merger, OnePlace and Bluewater will be able to create and offer a unique marketing management and team collaboration tool to their clients. By allowing franchisees the ability to create and target effective direct marketing campaigns while also communicating efficiently with other franchisees and their corporate offices, OnePlace and Bluewater are helping increase the success of franchises on both national and local levels.

OnePlace is still available for teams looking to improve [team collaboration](#) and work management inside their business. These teams can sign up for OnePlace at <http://www.oneplacehome.com/pricing> and discover the benefits of better communication during a 14-day free trial.

## **About OnePlace**

OnePlace is an online business collaboration solution that connects the members of an organization so they can complete more work, together. OnePlace builds stronger relationships through improved communication, collaboration and transparency. This robust, easy-to-use online solution helps business teams manage and complete their

projects efficiently. With OnePlace, improved collaboration and communication creates astounding results. For further information about OnePlace, please call 952-314-4124, visit the web site at [www.oneplacehome.com](http://www.oneplacehome.com) or visit the [OnePlace blog](#).

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