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Architecture Firm Earns AIA Honor Award for Adlucent's Internet Marketing Office

Austin, TX – May 14, 2007 – Adlucent, an Austin-based software startup that provides item specific search marketing and conversion optimization for Internet retailers, today announced that Austin-based FAB Architecture earned the American Institute of Architects (AIA) honor award for the interior design of Adlucent's new offices. The honor award, which was the highest award given in the annual design competition, was presented by the AIA Austin chapter at the Texas Memorial Museum last Saturday.

Recipients of multiple AIA awards for projects in Central Texas, Patrick Ousey and Taylor Batey of the FAB Architecture team helped execute Adlucent's vision for a more modern, collaborative workspace.

"We wanted to shake up the office experience a little bit and create a communal area at its center," said Ousey. "This is conceptually what the space is really about. It is the idea of everyone coming and working together to create a quality product."

After relocating from a traditional office space at One Congress Plaza downtown, Adlucent's president and founder, Michael Griffin, moved into the new Satsuma building at 508 E 53rd St. He then worked with FAB to design a custom interior space more suited to his company's needs. To Griffin, the building's innovative design elements inspire ingenuity, productivity, and teamwork.

"The FAB Architecture team beautifully executed our vision for a more productive office design," said Griffin. "From the communal table to the modern meeting areas, Patrick and Taylor helped create a new paradigm for efficient and collaborative workspaces. We're honored to be operating in an award winning space—one that reflects our dynamic marketing approach and projects the progressive image we have of our company."

About FAB Architecture

Based in Austin, Texas, FAB Architecture is a design firm specializing in a large variety of

projects, including residential buildings, commercial interiors, restaurants, recreational facilities, and landscape design. FAB has won numerous design awards for its projects and is recognized for integrating modern design elements that compliment the natural environment and accommodate each client's individual needs. For more information, visit the company's Web site at www.fabarchitecture.com.

About Adlucent

Based in Austin, Texas, Adlucent specializes in connecting people with products and services by streamlining the process from search to conversion. Through item specific merchandising, Adlucent brings entire product catalogs to the forefront of the search engine results pages and optimizes success at the keyword level with its integrated bid management platform. Adlucent continues to build on its strategy of taking the complexity out of searching online. For more information, visit the company's Web Site at www.adlucent.com.

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