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7Summits Raises \$1 Million in Funding to Fuel Expansion

MILWAUKEE (November 7, 2011) – [7Summits](#) has received \$1 million in new funding to fuel the agency's next phase of growth, as its dynamic business model and comprehensive social business solutions continue to attract clients nationwide.

Led by Holton Investments Limited Partnership (HILP), a family investment partnership founded by Milwaukee area businessman Tom Holton, the funding round further solidifies 7Summits' industry leading position and expands its ongoing initiatives to transform businesses through the use of online communities. 7Summits' innovative social business strategies are being leveraged by Fortune 500 companies to transform customer service, accelerate innovation, deepen customer relationships, better enable the sales organization, super-charge marketing and re-imagine intranets.

"We've spent more than two years reviewing and witnessing their organic growth and couldn't be more impressed with 7Summits' success," said Eric Lenzen, a trustee of HILP who is also a corporate transactions attorney with Milwaukee-based firm Whyte Hirschboeck Dudek S.C. "7Summits has fundamental value at its core because of the way it operates its business. The company is already profitable and they have amassed an industry leading team that has enabled them to command a leadership position in a growing market. HILP saw an opportunity to support a rapidly growing business and we are excited to be a part of 7Summits' future."

7Summits' expansion is a result of its proven ability to provide compelling social business solutions to some of the world's largest brands. The new investment is geared toward three key areas:

- Evolving its solutions toward purpose-driven, pre-built communities that more broadly influence the overall enterprise
- Extending its partnerships with the leading Social Business Software providers to bring the best solutions to its clients
- Building out its infrastructure including account services, recruiting, business development and geographic expansion

"This funding allows us to capitalize on the tremendous growth opportunity in front of us, as we continue to expand the social base for our clients. We are building collaborative dimensions into their organizations internally, externally and throughout their business processes. The result is providing new ways for companies to be more effective, efficient and entrepreneurial," said 7Summits CEO Paul Stillmank. "We are grateful to HILP and our other investors, and are focused on using this funding as a springboard for our efforts and to advance the industry itself."



7Summits' annual revenues have more than quadrupled each year since its inception in 2009. Its team has expanded over five times during the same period to include some of the brightest minds in social business, allowing them to meet the growing demand for the agency's services.

About 7Summits

7Summits, www.7SummitsAgency.com, is a Social Business Agency founded in 2009 to help clients engage customers, partners and employees to grow their business. 7Summits' solutions deliver results by improving both social relevancy and community enablement. The firm refers to this approach as Applied Social Media, and has helped many Fortune 500 brands to become more socially connected organizations. 7Summits offers deep expertise in social business strategy, community experience design, platform development, and community activation.

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