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ClickDimensions welcomes Jim Armstrong and Wain Kellum to the Board of Directors

Company deepens strategic bench in advance of the release of its upcoming small business offering, Automational.

ATLANTA, GA, 10 March 2015 – ClickDimensions is pleased to welcome Jim Armstrong and Wain Kellum to its board of directors. In addition to joining the board, both Mr. Armstrong and Mr. Kellum have increased their existing equity positions in the company.

Jim Armstrong is the former CEO and chairman of the board of JDA Software Group, Inc., which he founded in Canada in 1978, took public in 1996 and sold in 2012. Additionally, Armstrong has made successful investments in a number of software technology firms. He leads Canal Partners, a private equity group that made an initial investment in ClickDimensions in late 2011.

Following a successful tenure as president of Vonage Business Solutions, Wain Kellum currently serves as Strategic Advisor - Business Services for the company. Kellum was CEO of Vocalocity, which was acquired by Vonage in late 2013. Under his leadership, Vocalocity grew from \$8M in annualized recurring revenue to over \$100M and continues to grow 50% year over year. Vocalocity is the sixth company Kellum has led to rapid growth and a successful outcome.

“ClickDimensions finds itself in a rare and enviable position strategically,” said Armstrong. “Their core ClickDimensions business is generating enough cash to maintain its leadership position profitably while also funding an entirely new business [Automational] whose market potential is tremendous.”

“Jim and I are extremely optimistic about ClickDimensions’ ability to grow their core ClickDimensions business while also succeeding with their new Automational product,” said Kellum. “Automational brings combined CRM and marketing automation to small businesses. We plan to help the company get Automational to market successfully.”

“I am extremely proud that ClickDimensions has grown annual revenue 376%, 132% and 85% for the last three years respectively,” said ClickDimensions Founder and Chief Executive Officer John Gravely. “Having Jim and Wain actively engaged in the business as board members is an ideal scenario for us as we expand our product line. Wain knows well the challenges of selling into the small business market, and Jim is a master of helping companies think through strategic possibilities.”

ClickDimensions will also nearly double the size of its Atlanta office this quarter in anticipation of over 50% personnel growth by year’s end. The company, which now has offices in Atlanta, Tel Aviv and Fargo, is also adding support and services resources in Greenville, South Carolina. In 2014, ClickDimensions was named the 21st fastest growing company in the area by the Atlanta Business Chronicle.

About ClickDimensions

ClickDimensions marketing automation for Microsoft Dynamics CRM empowers marketers to generate and qualify high quality leads while providing sales the ability to prioritize the best leads and opportunities. Providing email marketing, web tracking, lead scoring, nurture marketing, social discovery, campaign tracking and web forms and surveys, ClickDimensions allows organizations to discover who is interested in their products, quantify their level of interest and

take the appropriate actions. For more information about ClickDimensions, visit www.clickdimensions.com or blog.clickdimensions.com, follow on Twitter at twitter.com/clickdimensions or email press@clickdimensions.com.

About Automational (a ClickDimensions company)

Automational is the all-in-one marketing, sales and automation solution built especially for small business. Automational is the easiest way to automate your marketing, streamline your sales and delight your customers. Automational's online solution and mobile apps combine features previously only available across a variety of systems including marketing automation, customer relationship management (CRM), email marketing, web form lead capture, web visitor tracking and more. Freeing up small businesses from the challenge of acquiring, integrating, and maintaining multiple sales and marketing information systems enables them to better focus on their core mission of satisfying customers. Automational provides all the sales and marketing features small businesses need in an easy to use, 'all-in-one' solution. For more information visit <http://automational.com/> or follow on Twitter at <https://twitter.com/automational>.

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