

iSKY taps Jason Tryfon as Executive Chairman

FOR IMMEDIATE RELEASE

WASHINGTON, D.C., November 18, 2015 /PRNewswire/ – iSKY, Inc., the pioneers of automotive customer experience solutions, today announced the appointment of Jason Tryfon as the Executive Chairman of the Company, as well as a director on its Board of Directors. Jason was formerly the Founder and CEO of Vital Insights. This announcement comes shortly after the investment of significant resources into iSKY by its owner, Washington, DC based investment holding company The Resource Group (TRG), to accelerate the growth of iSKY and re-establish the Company as an industry leader.

Hasnain Aslam, Senior Partner & Chief Investment Officer of TRG and an iSKY Board member, commented on Jason’s appointment: **“Jason is a tremendous asset to lead iSKY’s Board and management team. He is a coveted talent in the industry, having significant experience scaling his prior company. Jason is a charismatic leader with deep industry and sales expertise which will help iSKY accelerate its growth trajectory. We welcome Jason on board as our partner and wish him tremendous success at iSKY.”**

Jason previously built his prior company, Vital Insights, into a global player in Automotive Customer Experience. His career spans almost two decades in automotive software, he has received numerous industry and leadership awards, and has deep relationships in the industry.

Steve Newman, CEO of iSKY, welcomed Jason and stated: **“Jason is a proven and experienced leader in our industry. He is well respected and regarded as an innovator and visionary by many in the automotive segment. To have him on board lending his wisdom, and guiding me and our leadership team at iSKY, is invaluable to us.”**

As Executive Chairman, **“Jason will be taking on a more operational role that goes beyond simple oversight”** said Mohammed Khaishgi, TRG’s Chief Operating Officer and an iSKY Board member. He added: **“Jason will be responsible for providing leadership, support for the executive team, helping recruit key talent and will have *direct* responsibility for iSKY’s overall global sales and growth.”** Tryfon will be dividing his time between iSKY’s Washington D.C headquarters and the Company’s offices in Toronto, Canada.

iSKY, founded in 1984, was the first company to develop an interactive customer follow-up program for the Automotive industry, ultimately setting the foundation for survey-driven customer loyalty programs, pioneering an interactive way for automotive OEM's to track dealership performance. Through the mid-2000s, the Company accelerated by capturing significant market share from large "traditional" market research providers. In 2013, the Company began re-development of its product suite resulting in the release of its *Clearview* suite, praised by many as *the industry's best platform for automotive customer experience*.

Recently appointed Senior Vice President, Client Services, Robert Martell, a 30 year veteran of Volkswagen of America (VW), (most recently their Vice President of Customer Satisfaction) commented on Jason's appointment: **"Jason thinks big, swings big and knows how to provide best-in-class service to customers. As a former client at VW, I can attest that under Jason's leadership, we will be putting in place an industry leading customer acquisition and retention strategy."**

Delighted at his new appointment, Jason said: **"This company, its product, its client base, its investors and most importantly, its team are nothing short of impressive."** He goes on to say: **"We are going to be a true force to reckon with and I'm thrilled to be working with our CEO Steve, our Board and all of our global employees. Today is a new day at iSKY – all of us here have a few things to prove and our entire team is excited, charged and ready to show to the industry why we are the best partners to automotive companies around the world."**

Asked about what drove his decision to join iSKY, Jason was quick to add: **"Clearview is simply the best tool I've seen in the industry. When you couple a product like this, with an industry ready for change and a team of people like we have at iSKY, you have something very special. It's our job as a company now to pull back the curtain and reveal Clearview's full capabilities to the industry, company-by-company. I'm thrilled to be chosen to lead and be part of this movement."**

About iSKY, Inc.

iSKY is a proven leader in Customer Experience Management technology for Automotive Companies. The company is regarded as the pioneer of Automotive customer experience with the industry's first platform launched in 1984. Today the company provides solutions globally to progressive automotive companies looking for an edge in customer behavior and how to improve the customer experience. To learn more about iSky, visit www.isky.com.