



MetaCommunications Welcomes New CRO To Exec Team, Expands Global Reach With New Austin Sales Office

*INDUSTRY-LEADING PRODUCTIVITY SOFTWARE
MAKER LOOKS TO ACCELERATE GROWTH WITH
TEXAS PRESENCE AND AUSTIN-BASED CRO*



Austin, Texas - Jan 19, 2016

MetaCommunications Inc. ("Meta"), a leader in productivity and workflow software for creative and marketing teams, is pleased to announce the addition of Chief Revenue Officer Chris Turnley to its executive team and the opening of its new sales office in Austin, Texas, which Turnley will head. Meta currently has its headquarters in Iowa City, Iowa, a development satellite in Prague and Saint Petersburg and a customer support team in New York City. Meta's flagship product, Workgroups DaVinci, is an award-winning all-in-one software solution used by thousands of the world's leading brands.

"We're thrilled to have Chris Turnley on board as our first CRO. We see his extensive experience in the SaaS market and his strong connections within Austin's tech community as key ingredients in our own success as we aggressively scale Meta over the next year and beyond," says Meta CEO Bob Long.

Turnley brings over two decades of experience in leading sales and marketing teams in high-growth industries to his new role at Meta. He has previously held leadership positions at several technology companies, including Senior Vice President at Iron Mountain. While there, he increased new sales revenue by more than 25% year-over-year. Most recently, Turnley served as the Chief Revenue Officer of WP Engine, overseeing the integrated sales and marketing teams for the company.

"I'm excited to join Meta at this incredible time in the company's journey. As creative and marketing teams assume greater responsibility for generating top-line revenue, the demand for tools and software that complement the creative production process only increases. As the only company in the project management space laser-focused on the unique needs of creatives and marketers, we see a huge market opportunity for our software. I'm looking forward to building out an industry-leading sales team and driving our continued growth nationwide," says Turnley.



Meta's Austin office, located at 600 Congress Avenue, will focus on accelerating the company's growth in the productivity and workflow software vertical of the \$32B marketing technology space. Meta expects to hire five Austin-based employees by the end of February and expand the office to 10 by the end of the year.

The opening of the Austin office and hiring of a CRO are new milestones in what has been a very exciting six months for Meta. In September 2015, the company closed an \$8M Series A round of funding led by Next Level Ventures.

About MetaCommunications:

From catalogs to signage to product packaging, Meta supports thousands of teams around the world in making their creative visions a reality. Meta's products are trusted by over 3000 customers, including American Airlines, Crate & Barrel, IKEA, 3M, Pfizer, Sony, Allstate and Eddie Bauer.

For more information, visit: www.metacommunications.com.

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