



PRESS RELEASE

- For Immediate Release -

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InTouch Technology Adds to Leadership Team

Vancouver, B.C., (February 15, 2016) – Today, InTouch Technology (InTouch), the global leader in solutions to acquire and retain members for the Health & Fitness sector, announced the addition of Dana Milkie to its leadership team.

Dana Milkie, a seasoned veteran of the fitness industry with 30 years of increasing management responsibilities, has most recently served as C.O.O. outside of the industry. Prior to that, he was Senior Vice President of Client Management with ABC Financial responsible for the management of ABC's industry leading customer portfolio. Additionally, he served as Senior Vice President of Gold's Gym Northwest, a Gold's Gym franchise in the Pacific Northwest. In his new role, Milkie will help InTouch develop and implement short and long term business strategies with specific focus on Sales, Marketing and Customer Success.

"Dana has been a respected and knowledgeable member of the fitness industry for years," stated Nico Bot, Chief Executive Officer of InTouch. "His background as a user of our software with Gold's Gym, and with ABC Financial as a business partner, makes him a great fit with our business. We are thrilled to add his experience to our leadership team and look forward to continued growth under Dana's leadership. InTouch and our clients will truly benefit from his addition."

According to Milkie, "I could not be more excited to join InTouch. As the originator and leader of CRM software for the health and fitness industry, InTouch is uniquely positioned to provide game changing solutions to health clubs here in North America and abroad. I look forward to working with the excellent team at InTouch to retain its market leadership position, create product innovation and fuel growth.

As InTouch enters its 10th year of business, the company has a unique opportunity in the Health & Fitness industry. InTouch plans to expand its current lead and sales management offering by providing health club owners and operators with the KPIs they need to run healthier businesses right in the palm of their hand.

[About InTouch Technology Inc. \(http://www.intouchtechnology.com/\)](http://www.intouchtechnology.com/)

InTouch is the global leader in solutions to acquire and retain members for the Health & Fitness sector. With nearly 10 years' experience in developing a platform for the Health & Fitness industry, InTouch provides health clubs with an easier and smarter way of managing leads and tracking sales performance. Health clubs in 11 countries worldwide trust InTouch to help them build healthier businesses.