



PRESS RELEASE

- For Immediate Release -

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InTouch Technology Names Milkie President and CEO



Vancouver, B.C., (June 20, 2016) – Today, InTouch Technology (InTouch), the global leader in solutions to acquire and retain members for the Health & Fitness industry, announced the promotion of Dana Milkie to the position of President and Chief Executive Officer (CEO).

Milkie, a seasoned veteran of the fitness industry with 30 years of increasing management responsibilities, has most recently served on the leadership team at InTouch helping the company develop its short and long term business strategy. 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 a multi-location franchise group. In his new role at InTouch, Milkie will be responsible for driving all aspects of InTouch's business forward.

"Dana's background in the fitness industry as a user and partner of InTouch, plus his work to date with us, made this decision an easy one" stated Dag Lee, InTouch's Chairman of the Board and Chairman and Co-Founder of DBI Network, a global consortium of specialist consulting firms. "I firmly believe that his combination of experience, leadership and business acumen will be hugely beneficial to InTouch, our clients and the market both now and in the future."

According to Milkie, "The health and fitness industry is where my passion lies and leading a pioneering company like InTouch has always been one of my dreams. I could not be more excited to work with the excellent team at InTouch to create products that the market wants and needs to help them acquire and retain more members. The future is bright for our industry and I look forward to helping InTouch be part of it."

As part of the shift in leadership responsibilities, Nico Bot, Co-Founder of InTouch, will assume the role of CFO for the company and continue to provide continuity, support and leadership along with Milkie. InTouch is thrilled to have two experienced leaders leading the way!

As InTouch enters its 11th 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 more tools to improve member retention and life cycle management.

About InTouch Technology Inc. (<http://www.intouchfollowup.com/>)

InTouch is the leading provider of sales and member management solutions for the health and fitness industry. Our best-in-class software, tools and solutions help clubs improve sales effectiveness and efficiency, capture and convert more leads, and drive increased member engagement, usage and retention. InTouch provides invaluable insights into sales effectiveness, member engagement and retention best practices based on over a decade of experience in the health and fitness industry working with clubs throughout North America, Europe and Asia/Pacific.