reach | influence™

powering the shopper experience

REACH | INFLUENCE ACQUIRES ANALYTICS FIRM AND ANNOUNCES NEW PRINT OPTIMIZATION SOLUTION

FOR IMMEDIATE RELEASE

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Royal Oak, MI – April 25, 2014 – reach | influence, [ri], a leading marketing and analytics company and provider of shopper engagement strategies to the independent retail community, is pleased to announce a strategic acquisition of retail analytics firm Penfield Consulting. Patrick Murray, President at Penfield, will become Vice President of Analytics and spearhead development of the print optimization solution reach | optimize, as well as other initiatives focusing around data collection and insight.

Penfield Consulting delivered advanced analytics to the largest of retailers including The Sports Authority, The Home Depot, Priceline.com, and others. Prior to consulting, Patrick led The Home Depot's Marketing Effectiveness team and created the Pricing Analytics and Competitive Intelligence team. He holds an AB from Dartmouth College in Biology, and an MBA from the Tuck School of Business. Pat is a guest lecturer at the Tuck, Stern and Columbia business schools, and has spoken at various marketing accountability conferences.

"reach | influence is very fortunate to attract such a talent in Pat Murray. His experience and expertise in the analytic arena are a complement for the growth of our company," said reach | influence's CEO, Eric Green. "As we continue to amass data from a broad spectrum of independent retailers, we will proceed to build products and solutions that help drive revenue to our clients. reach | optimize, powered by Pat's intellect, is the next chapter in our value-oriented solution model."

reach | optimize is a solution that enables independent grocery retailers to evaluate the effectiveness of their weekly ad at the individual product level. Retailers use the reporting, analytics, and price optimization functionality to improve advertising spend, promotional pricing, and top- and bottom-line performance.

"The opportunity to build toolsets that enable retailers to unlock the value hidden in their data is one about which we're very excited. Combining advanced analytics with the vast data assets already in place will multiply our ability to deliver value to our retailers," says Pat Murray. "With a strong team already in place, it feels like we're standing on the shoulders of giants – we're thrilled!"

About reach | influence

reach | influence, is a marketing analytics firm focused on powering the shopper experience with the goal of leveraging shopper data to increase sales. [ri] provides services and insight to independent retailers, wholesalers and CPGs to help them measure marketing efficacy, engage their shoppers and provide a conduit to deliver digital offers. To learn more, please visit www.reachinfluence.com.

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