



FOR IMMEDIATE RELEASE

Contact: Dustin Vrab, [Primum](http://Primum.com)
dustin@primumagency.com, 414-765-2311

Joseph Durrett joins 7Summits' Board of Directors

Durrett brings board experience and background in software and product development

MILWAUKEE (April 28, 2014) – [7Summits](http://7Summits.com), a social business solutions provider, announced today that Joseph Durrett, former CEO of Broderbund Software and former CEO and Chairman of IRI has accepted a position to join the company's board of directors, bringing the board size to 4 members with 2 positions yet to be filled.

"Joe brings an extraordinary breadth of technology and business experience, and we are delighted that he is joining 7Summits' board of directors," said Paul Stillmank, CEO of 7Summits.

Durrett joins Stillmank and two principals from [Sverica International](http://SvericaInternational.com), a San Francisco-based private equity investment firm that recently completed a growth investment in 7Summits, on 7Summits board. The expanding board of directors is designed to bring business insight and networking power to the company as 7Summits makes strategic investments designed to drive the company's continued aggressive growth and make their social business solutions available to broader markets, both industry and geographic related.

"7Summits is experiencing an exciting moment of change and has a strong team in place to accelerate this growth while building upon its history of cutting-edge work," said Joseph Durrett, board member at 7Summits. "I'm excited to be a part of this team and use my background to contribute to the company's expansion into new areas."

Durrett's strong background in software and product development directly aligns with 7Summits' current social business offerings and evolving business model and makes him a natural fit for the board. Additionally, Durrett brings over 35 cumulative years of board service for more than ten public and private companies and national institutions.

"Joe's impressive board experience is what drew 7Summits to select him for our board of directors," said Paul Stillmank, CEO of 7Summits. "He has the proven expertise that we need to help guide 7Summits to the next level."

Visit the 7Summits website at www.7summitsagency.com to learn more about 7Summits' social business capabilities.

About 7Summits

7Summits LLC is a social business solutions provider founded in 2009 to help companies engage customers, partners and employees to grow their businesses. By partnering with premier technology companies like Jive, Box, Bunchball and Salesforce.com, 7Summits creates



comprehensive solutions that deliver top line revenue growth and bottom-line productivity improvements. The company is a valued strategic partner of Fortune 100 companies and a local economic leader, helping transform key processes and become more fully networked enterprises. 7Summits is headquartered in Milwaukee, Wisconsin. For more information, please visit www.7summitsagency.com.

About Sverica International Management, LLC

Sverica International is a leading private equity firm that has raised over \$425 million of investment capital across three funds. The firm acquires, invests in and actively builds companies that are, or could become, leaders in their industries. Since 1993, Sverica has maintained a “high touch” operating philosophy of taking an active role in portfolio companies. Sverica devotes significant internal resources to help its management teams develop and execute growth strategies. For more information, please visit www.sverica.com.

###