



MetaCommunications Welcomes New VP Of Customer Experience To Exec Team

**INDUSTRY-LEADING SOFTWARE MAKER
STRENGTHENS FOCUS ON OUTSTANDING
CUSTOMER SERVICE**



Iowa City, IA - April 5, 2016

MetaCommunications Inc. ("Meta"), a leader in productivity, workflow and content collaboration software for creative and marketing teams, is pleased to announce the addition of Vice President of Customer Experience Jennifer Ridenour to its executive team.

"We're very excited to have Jen join our team. She's passionate about customer experience and we know that our customers will benefit from her deep commitment to delivering outstanding implementation and professional support for our products," says Meta CEO Bob Long.

Meta's flagship product, Workgroups DaVinci, is an award-winning all-in-one software solution used by thousands of the world's leading brands. Its newest release, ProofMe, is a lightweight proofing and annotation tool that allows small teams and solo creatives to gather real-time feedback on PDF, image and video files.

Ridenour brings over a decade of operational leadership experience to her new position at Meta, where she will oversee a cross-functional team of engineers, solutions architects, project managers and business process consultants. In her previous role as COO of The Shipyard, she helped grow the Columbus-based digital marketing agency from 10 to 200 employees, increasing revenue by 50% and net profit by 75% between 2014 and 2015.

"What attracted me to Meta was its products and their unparalleled ability to improve productivity for creatives and marketers. I look forward to partnering with our customers to help them get the maximum workflow benefit from our solutions and to drive even more more impressive business results," says Ridenour.

Ridenour's hiring is the latest milestone in what has been an exciting eight months for Meta. In January, the rapidly-growing company opened an Austin sales office and hired its first CRO. In September 2015, Meta closed an \$8M Series A round of funding led by Next Level Ventures.



PRESS RELEASE

About MetaCommunications:

From catalogs to signage to product packaging, Meta supports thousands of teams and freelancers around the world in making their creative visions a reality. Meta's products are trusted by over 11,000 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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