**RacingSnail Transforms into “Mivation”**

**Leading Software and Technology Company For Multiple Industries**

**(Spokane, Wash. June 5, 2019**) RacingSnail, a leading software product and technology company for insurance compensation and productivity improvement, has expanded to become Mivation. The rebranding to Mivation, a DaRK Capital company, was implemented to respond to the market’s strong demand for the latest version of the RacingSnail’s SaaS solution and Leaderboard Legends, a state-of–the-art gamification product.

“This change allows for more nimble product development, quickly bringing the two software products to market and expanding to vertical markets beyond insurance,” said Mivation CEO Jeff Brown, who previously served as executive vice president of Imprezzio, a Mivation affiliate. “The new structure has also opened the door for Mivation to join with additional technical partners to expand the products’ capabilities and market applications.”

Mivation’s two SaaS products, RacingSnail and Leaderboard Legends, offer a framework of productivity management solutions that creates a culture of enhanced performance, recognition, momentum and fun. Mivation products have been available to the insurance industry since 2004.

“We are seeing an amazing amount of interest in the value these products offer and are excited to quickly respond to the market’s demand,” said Brown. “The unique combination of intrinsic rewards through gamification and competitions, along with the power of managing complex compensation plans using integrated data is unparalleled.”

RacingSnail, with more than 25,000 users, is a productivity tool for insurance agencies that drives both greater sales volume and more agency profits. It enables agents to make business decisions based on data rather than simply intuition and provides tracking, analysis and flexible compensation management.

“Leaderboard Legends is designed to move the entire organization forward driving greater performance from every single participant,” said Jerome Carlile, President of Mivation’s SMB Division. “The software’s comprehensive motivational approach fosters a culture of recognition, motivating employees to become more engaged and productive without relying solely upon financial rewards.”

“We have taken everything we’ve learned over the past fourteen years about what inspires people to perform and put them in entertaining, powerful applications that work forces will want to use,” added Brown.

As a DaRK Capital company, Mivation will capitalize on applications that are written on core software services currently scalable to hundreds of millions of transactions. Additionally, Mivation will leverage DaRK Capital’s SOC II compliant data center.

**About Mivation**

Mivation develops and markets SaaS solutions that create a culture of performance, recognition, momentum and fun. Its software specifically enables the management of compensation, performance, productivity, motivation, gamification, actionable data and intelligence and broadcasted results. **www.mivation.com**

**About DaRK Capital**

Spokane based DaRK Capital, founded in 2004, is a privately held investment and holding company with a focus on software, technology and media. Its wholly owned subsidiaries include: Imprezzio, an insurance specific software company; OmniPark, a complete parking software solution, Mivation, a SaaS company focused on compensation, performance and motivation and a SOC II compliant data center. **www.darkcapital.net**

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