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David Rich, Chairman + CEO

DEMANDBRIDGE AND E-QUANTUM, INC. TO COMBINE TO CREATE A LEADER IN THE MARKETING AUTOMATION SOFTWARE INDUSTRY

FOR IMMEDIATE RELEASE

NORCROSS, GA, OCTOBER 5, 2017— Today Principals from DemandBridge and e-Quantum, Inc. announced they will be merging the two companies, effective immediately. The announcement was made on stage at the PSDA Technology Summit held in New Orleans. The new company will retain the DemandBridge name.

DemandBridge and e-Quantum, Inc. have been providing premier Distributor Management software for more than 30 years. Together, the two companies bring more than 60 years of experience and growth within and beyond the Independent Print Services Industry. The new, independent company will be led by current DemandBridge CEO David Rich, who himself brings more than 35 years of Enterprise IT experience. He will combine the vision, talent, technology prowess and investments of both organizations in order to remain vital and competitive in the marketing automation software industry. Together, the new company will evolve and transition its products to leverage DemandBridge's presence on the Microsoft Azure Cloud and to integrate technologies in the pipeline—from Microsoft PowerBI and Cloud Foundry, to other digital marketing technologies planned for 2018. The combination and strategic focus will offer the scale, strength and flexibility to help customers and partners succeed with minimal disruption and the same/improved level of customer service.

ABOUT DEMANDBRIDGE

For years, the industry has known DemandBridge for its complete set of end-to-end tools—that is, technology that connects a distributor's accounting, operations and inventory systems, as well as an e-Commerce portal and sourcing tool for on-demand marketing, promotion and print services. That technology is used by some of the industry's largest Distributors/Agencies, over 3,000 loyal brands and 1.2 million registered users. The collective spend under management makes it one of the biggest Marketing Execution Platforms available in the market.

"We sensed an opportunity to help our clients succeed in new ways," said CEO David Rich. "End user demands are changing, the brands themselves are changing, and the goals of our forward-thinking Distributor/Agency customers are evolving accordingly," Rich continued. "Simply put, Marketing Service Providers who want to grow their businesses beyond traditional services (i.e. Print/Promotional goods)...will need more enabling technology than the previous generations. By consolidating the talents of both DemandBridge and e-Quantum...and together with customers who have expressed willingness to co-develop with us...we will take a major step forward to providing the resources and technology platforms this industry needs to confidently approach business in the 2020's."

ABOUT E-QUANTUM, INC.

e-Quantum's Distributor Management System is also a single-source software solution for print distributorships which is especially popular among small-to-midsize Distributors. In addition, Quantum Net e-Commerce provides leading edge capabilities needed to support the evolving range of services provided by their install base.

Specifically, e-Quantum takes pride in offering high quality/integrated accounting, order entry, inventory and e-Commerce solutions, all of which are necessary to effectively manage a modern Distributor's business.

e-Quantum's more than 500 distributor client base in the United States, Canada and Australia is the largest among the specialized software providers in our Industry.

"This merger represents an enormous benefit to our customers and partners. These include distributors, independent printers, manufacturers, agencies and enterprises," said e-Quantum CEO Ross Barker. "Our combined companies possess the technological talent necessary to create the marketing execution solutions of the future. It is a team that will provide the requisite investment in talent, technology, products and services that is unrivaled," he continued. "After spending 52 years in this industry, both as a Print Distributor and a Software/IT Services Provider, I can now pass the baton knowing the combined entity will carry the industry forward to the next generation. It's a win for our customers...a win for their customers...and a win for our people."

Company locations and corporate headquarters will remain the same, establishing a coast-to-coast presence.

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