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Media Contact:

Alisa Greenwood

agreenwood@compassmarketinginc.com

410.268.0030 ext. 200

Compass Marketing Inc. Announces New Digital Division New Division Will Help Clients and Customers Transition to the Omni Channel

ANNAPOLIS, MD (April 22, 2016) – Compass Marketing Inc., the leader in sales and marketing for the world’s largest consumer goods companies, has announced its newest division, Compass Digital.

Compass Digital will serve technology-based solutions to the company’s clients and customers. Services will include conducting data analysis and executing highly targeted e-commerce campaigns, as well as utilizing Compass Marketing’s proprietary technologies—including Powershelf smart shelf technology and Compass Mobile technology—to engage consumers and bridge the gap between brick-and-mortar and online retail.

“The omni channel is the new reality in retail,” said Ray Bracy, President of Compass Digital. “However, many companies are either unprepared for, or do not understand this convergence of brick-and-mortar and online retail. Compass Digital will provide our clients and customers with the knowledge, expertise, and services they need to succeed in this new space.”

Bracy has a strong record of performance and leadership. Before joining Compass Marketing, he spent 15 years in senior executive roles at Walmart. Bracy also served 14 years in a variety of executive positions at Boeing Commercial Airplanes, including President of Boeing China. He is a graduate of the United States Naval Academy and Harvard Business School, and served nine years as a pilot in the Navy.

“Retail’s future will be fundamentally different than its past,” said John White, CEO of Compass Marketing. “Retail has entered the era of the omni channel, and planning needs to take into account both brick-and-mortar and online. Consumers are using their mobile devices for everything; their time is precious, and they don’t want to wait for anything. We have embraced this new paradigm, and we created Compass Digital to lead the rest of the industry into the future.”

About Compass Marketing Inc.

Compass Marketing Inc. is headquartered in Annapolis, MD and is a leader in providing sales and marketing to a powerful portfolio of Fortune 100

clients, who collectively have over \$400 billion in annual sales. For more information, please visit www.compassmarketinginc.com.

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