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SaaS Entrepreneur Reggie Bradford Joins Integrate Board of Directors; Becomes Company Investor

***Oracle Executive Brings Strategy, Operating Experience and
Deep Understanding of Tech-enabled CMOs***

Scottsdale, AZ, January 28, 2014 - Integrate, the first closed-loop marketing software and media services provider, announced today that Reggie Bradford, a three-peat entrepreneur who has participated in the launch and development of three market leading start-ups with collective exits delivering approximately \$5 Billion for shareholders, has joined Integrate's Board of Directors and invested an undisclosed amount in the company.

"Reggie brings an unmatched track record to Integrate in developing and operating fast-growing companies in disruptive markets," said Jeremy Bloom, President and co-founder of Integrate. "His SaaS market knowledge, digital expertise and hands-on operating experience are invaluable assets in strengthening our market position and serving our marketing and media customers."

Currently Senior Vice President of Product Development at Oracle, Bradford has spent 15 years in technology as part of the founding or executive teams in three game-changing companies: CEO and founder of ViTrue, the leading enterprise social marketing cloud platform (acquired by Oracle, 2012); CEO of N2Broadband, leading video on demand service for service providers (acquired by Tandberg Television, 2005); and CMO of WebMD, the pioneer in online health (acquired by Healtheon, 1999).

"I have experienced first-hand the need for CMOs and marketers to strategically deploy technology in order to automate organizations, connect disparate data and processes and increase accountability and ROI," said Reggie Bradford, newly appointed Integrate Board of Directors member. "I invested and joined the Integrate board to guide the team and help the company capitalize on a major market disruption."

Bradford's appointment to the Integrate Board of Directors is effective immediately.

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About Integrate (www.integrate.com)

Integrate is a closed-loop marketing software and media services provider serving more than 2,500 brand and agency customers. Integrate's SaaS-based platform allows marketing and media professionals to plan and execute their entire strategy from one dashboard, instantly providing control of media investment, eliminating resource-draining manual tasks and driving measurable results. Integration with key marketing system providers, advanced analytics and data governance provide closed-loop program analysis and optimization to deliver clear ROI. To assist marketers with program strategy and execution, Integrate provides professional media services via a highly skilled team of marketing and digital media experts as well as access to an audience marketplace of more than 3,500 media partners.