



FOR IMMEDIATE RELEASE

BrandMuscle, Inc. Appoints Chaz Napoli, Chief Operating Officer Company Positions Itself for Continued Growth in Digital Ad Customization

CLEVELAND, Ohio, May 18, 2010 – BrandMuscle, Inc., a leading provider of technology-driven [distributed](#) marketing solutions for companies [with strong local marketing programs](#), has announced the appointment of Chaz Napoli as the company’s chief operating officer. In this newly created position at BrandMuscle, Mr. Napoli will oversee technology, product development, sales and marketing functions for the company.

Mr. Napoli’s extensive experience in retail application software development and integration spans nearly two decades at leading companies within the technology industry. He joins BrandMuscle from Micros Systems, Inc. where he served as chief operating officer for a division of the company specializing in application software and services for multichannel retailers. Previously, Mr. Napoli served as president and chief operating officer of Datavantage Corporation, a global provider of corporate enterprise resource planning (ERP), corporate analytics, point-of-sale software, and e-commerce solutions for the retail industry. Prior to that he worked in multichannel retail management consulting at Deloitte & Touche.

“For over a decade, BrandMuscle has been recognized as a leading provider of [ad builder](#) technology,” says Philip Alexander, president and chief executive officer for BrandMuscle. “Mr. Napoli’s appointment allows us to strengthen our leadership within the company and across the category.”

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May 18, 2010 | Page 2 of 3

“While an increasing number of advertisers are adopting digital media in their national campaigns, there’s still tremendous opportunity to use it more effectively at the local level,” states Mr. Napoli. “Franchisees, agents, distributors and dealers want to use cost-effective new digital media types like e-mail, mobile, SMS text messaging and local paid search to reach prospects. BrandMuscle helps them to do it in a controlled way; within corporate-approved guidelines and brand standards. It’s really a win-win for national and local.”

“I’m joining BrandMuscle at a very exciting time. Last year the company reported a 30-percent revenue increase and grew its workforce by more than 30 full time positions; 20 within the product development department. With the introduction of our new digital solutions, I’m confident we’ll continue to revolutionize the category,” concludes Napoli.

Learn more about BrandMuscle and its suite of [local marketing solutions](http://www.BrandMuscle.com) by visiting <http://www.BrandMuscle.com> or by calling the company at (866) 464-4342.

About BrandMuscle, Inc.

Headquartered in Cleveland, Ohio with regional offices in Kansas City and Los Angeles, BrandMuscle Inc. is a leading provider of technology-driven marketing solutions for national brand advertisers with strong distributed and local marketing programs. The company’s software allows organizations to effectively control brand identity during the local execution of advertising and marketing campaigns. Founded in 2000, the company employs over 115 highly skilled marketing and technology professionals and continues to position itself for strategic growth. BrandMuscle’s clients include many of the nation’s most recognizable brands including Allstate Insurance®, BMW of North America LLC®, California Closets®, DIRECTV®, Steelcase®, Hunter Douglas®, and T-Mobile®. For more information, please visit www.BrandMuscle.com or call 1-866-464-4342.

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BrandMuscle, Inc. Appoints Chaz Napoli, Chief Operating Officer

May 18, 2010 | Page 3 of 3

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