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MaxPoint Interactive Expands Its Sales and Marketing Arm with Four Executive Hires

Digital Retail Advertising Platform Leader Drives Expansion into Chicago

CARY, N.C., APRIL 12, 2011 – MaxPoint Interactive, the leading digital retail advertising platform, today announced the expansion of its executive team with four key hires: Chris Kozloski as vice president of sales; Lynn Vitello as vice president of marketing; Eric Thorne as director of sales for MaxPoint's New York office and Mark Ailsworth as director of sales for MaxPoint's newly opened Chicago office.

"Over the past twelve months, MaxPoint has experienced an incredible amount of growth due in large part to a surge of retailers and brands that are looking to drive offline sales from online ads. With our new Series B funding, we made it our mission to find the best talent to support and bolster our growth," said Joe Epperson, CEO of MaxPoint. "Chris, Lynn, Eric and Mark are all extremely talented and experienced individuals and we are eager to grow with them as part of our executive team."

Chris Kozloski brings 15 years of online sales experience to MaxPoint. He oversees sales efforts, establishing relationships with top agencies, retailers and brands. Chris has worked at a variety of startups and was an early employee at DoubleClick where he held many roles. At Move, he dramatically increased sales from a standing start and most recently, Chris was at AOL where he sold to top tier pharmaceutical companies.

Lynn Vitello, with over 15 years of marketing experience, leads all marketing initiatives for MaxPoint. Previously, she played a key marketing role in the early growth of Motricity, followed by her role as VP of Marketing at Accipiter, both technology startups. Lynn has held senior marketing leadership positions at aQuante, Microsoft and most recently Quintiles, where she led the company's rebranding efforts.

Eric Thorne has over 15 years of experience in driving sales at some of the biggest New York-based brands and is responsible for overseeing MaxPoint's office in Manhattan. Eric has held key sales positions at AOL Time Warner and Scripps Networks. He has also held executive positions at ABC Television Networks and, most recently, BET Networks as vice president of Eastern digital sales, where in 2010 he increased sales revenue by a double digits percentage over the previous year.



Mark Ailsworth is backed by over 13 years of experience in Chicago-area based sales and leads sales initiatives in MaxPoint's newly opened office in Chicago. Mark has held executive level positions at AOL Media Networks; Pandora Media; Bluestreak/Engage Adknowledge and FCB/FCBi. Most recently, Mark founded ElevationPlus, providing early to middle stage companies with sales development consultative services.

MaxPoint's newly opened Chicago office is the company's first expansion into the Midwest, home of the nation's leading CPG-brands. The office is located in the West Loop, in close proximity to Union Station, at 222 South Riverside Plaza. Due to MaxPoint's newly bolstered sales and marketing arm, MaxPoint's Chicago office will immediately be adding four new hires to the sales staff.

For more information about MaxPoint's digital retail advertising platform and how to incorporate it into your retail or brand's digital campaign, visit MaxPoint at www.maxpointinteractive.com.

About MaxPoint Interactive

MaxPoint Interactive, the leading digital retail advertising platform, enables retailers and brands to execute highly efficient and effective digital advertising that drives in-store sales. Our proprietary technology uniquely combines both demographic and point of sale datasets to pinpoint your customers who are both able *and* interested in purchasing your product. MaxPoint's Digital Zip™ is two times more precise than traditional zip codes, offering accurate neighborhood-level targeting with national scalability and reach.

Founded in 2007, MaxPoint is headquartered in Cary, NC, with offices in New York, Austin and Chicago. Learn how our easy-to-use platform can generate brand safe, rapid ROI for you, by visiting www.maxpointinteractive.com.

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