



FOR IMMEDIATE RELEASE

Astadia Welcomes Paul Cooley as New CEO

Paul Cooley announced as CEO of global business solutions, marketing and technology services company

Jacksonville, FL, August 5, 2014 – Astadia, a leader in the marketing, technology, cloud and consulting space, welcomes Paul Cooley as its new CEO today. Astadia is a portfolio company of The Gores Group, a Los Angeles-based global investment firm.

Mr. Cooley, a former Managing Director at The Gores Group, has held leadership roles at several growing companies, including as President & CEO at FCTI, a Los Angeles-based ATM company; as President of ProLogic Redemption Solutions; as President of Proxicom, a professional services company in the interactive digital marketing space; and as EVP of Operations for the Americas with Artemis Management Systems. He brings over 30 years of experience in software, professional services and high-tech industries to Astadia.

Ashley Abdo, Managing Director of The Gores Group said, “Paul has an established track record for leading a company to its growth potential. He is a proven leader with the vision and experience needed to help Astadia enter its next chapter of innovation, expansion and leadership in the marketing, technology, cloud and consulting space.”

“I am genuinely excited for the opportunity to lead Astadia and look forward to continuing the incredibly creative and powerful work we do to help global customers achieve their business and technology goals,” added Mr. Cooley.

About Astadia

Astadia is a global business consulting, marketing and technology services company with locations in North America, Europe, and Asia. Astadia uses creativity and technology to architect and implement meaningful business solutions that help customers get the most out of their sales, marketing and technology platforms and provide measurable results for organizations, their employees, and their customers. For more information please visit www.astadia.com.

About The Gores Group, LLC

The Gores Group, founded in 1987 by Alec Gores, is a global investment firm focused on acquiring controlling interests in mature and growing businesses which can benefit from the firm's operating experience and flexible capital base. The firm combines the operational expertise



and detailed due diligence capabilities of a strategic buyer with the seasoned M&A team of a traditional financial buyer. Over its 25 year history, The Gores Group has become a leading investor having demonstrated a reliable track record of creating value in its portfolio companies alongside management. Headquartered in Beverly Hills, The Gores Group maintains offices in Boulder, CO, and London. For more information, please visit www.gores.com.

Contact:

Kate McDowell, Senior Content & Communications Specialist

kate.mcdowell@astadia.com