



PRESS RELEASE

Date: August 3, 2015
Media Contact: Vivienne Russell
Title: Vice President Marketing
Email: pr@smashsolutions.com
Phone: (888) 510-5504 ext. 1017
Address: 10963 S. Riverfront Parkway
South Jordan, Utah 84095

SMASH SOLUTIONS ANNOUNCES CLAUDE WALTON AS NEW CHIEF MARKETING OFFICER

SALT LAKE CITY, Utah -- SMASH Solutions, LLC announced today the appointment of Claude Walton as their new Chief Marketing Officer. Mr. Walton will be leading the SMASH Solutions product development and product portfolio as well as all go-to-market strategies including product marketing, acquisition and customer retention as SMASH *refocuses* its efforts on the online self-serve SMB market.



Claude is a seasoned marketing executive with over 20 years experience in advertising, brand management and digital product marketing for leading companies across diverse industries from consumer package goods to the tech industry. These companies include market leaders such as Procter & Gamble and Yahoo! (Sponsored Search/Small Business) to Dannon (Evian), SDL (BeGlobal) and Intuit (Quicken).

In response to the announcement, Walton commented, "I am excited to combine my passion for building disruptive products, along with taking them to market using best in class digital marketing campaigns. At SMASH, we look forward to growing what is an already great differentiated product portfolio, at the concept stage, into a rapidly launched and adopted solution by thousands of SMBs.

Most recently, Mr. Walton served as Director of Global Product Marketing for SDL Inc., a company that purchased Language Weaver, the leader in Machine Translation solutions for both government and commercial markets for \$44 Million in 2010. Claude was directly responsible for Language Weaver's strategic product marketing activities, leading to the growth of the company from 20 to 200 employees and resulting in \$16M in revenue. Mr. Walton also spearheaded the development and launch of the industry's first real-time cloud translation platform (BeGlobal). This platform is now used by over 70% of the top 100 leading brands such

as Dell and Trip Advisor. At SDL, Claude successfully led the development and launch of the SDL Language Cloud in June 2014 - the first complete cloud translation platform offering both machine translation and human translation via an online self-serve model.

Claude Walton joining the executive team is just one of many recent developments at SMASH Solutions, LLC.

SMASH President, Carl Doane stated: Adding the expertise of Claude Walton to our portfolio is the next step in giving SMASH the competitive edge it needs to soar to the next level.

About Smash Solutions, LLC.

SMASH Solutions is an innovative software solutions firm based in Salt Lake City, Utah. From premier CRM, to cutting-edge business tools, social and SEO solutions, SMASH is the comprehensive answer for any business looking to excel in the digital market.