

**FOR IMMEDIATE RELEASE                    Contact:** Scott Brazina

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**Al Angrisani Joins Mobee Board of Directors**

Boston, MA - October 13, 2015 – Boston-based Mobee, the leader in real-time crowdsourced data and insights for brands, retail & hedge funds, today announced the appointment of Al Angrisani to the Mobee board of directors. This strategic board addition complements recent executive team additions, a $5M Series A financing and last week’s announcement of collaboration with market research leader Nielsen.

A successful and experienced business leader, Angrisani will advise Mobee on strategy given his deep expertise in the market research space, profitable growth of consumer market research companies and development of shareholder value.

His experience over the past 20 years, his proven track record and time-tested model for change and reputation for expertise and integrity have prompted many boards to seek out his advice and expertise. His understanding of and ability to dissect complex economic issues have made him a sought-after consultant and his book, *Win One for the $hareholders,* has been a successful, proven model for corporate change and successful growth.

In his past experience in the public sector, Al was President Reagan’s Chief of Staff and Assistant United States Secretary of Labor. As second in command at the Department of Labor, he managed $33 billion in annual budget outlays and 10,000 employees. Prior to serving in the federal government, Al was a Vice President of Chase Manhattan Bank in New York City.

"We are excited to welcome Al to the Mobee board and welcome his expertise," said CEO, Hal Charnley. "We value his insights as he’s counseled such organizations as Harris Interactive (formerly NASDAQ: HPOL) and Greenfield Online (formerly NASDAQ: SRVY), through growth and successful purchases respectively by Nielsen and Microsoft Corporation. We feel his model is a great testament to corporate success and value his guidance.”

About Mobee

Mobee was founded in 2011 with a vision to use mobile technology and the power of the crowd to collect the world’s offline data. Mobee, with headquarters in Boston, is the leader in real-time crowdsourced data & insight for brands, retail & asset management firms. Mobee custom location-based data collection through its app, data warehouse and intelligence dashboard provides insights to drive brand and retail performance. With a national reach, Mobee is poised to collect thousands of geo-located data points and photographs in a matter of hours, not months. Brands & retailers can now get real-time insights into the leading drivers, “the whys,” of their retail sales across critical performance insights, including; new product launch, competitive intelligence, seasonal program check, in-store promotions & displays, product availability & shelf positioning, product demonstrations, sales associate training & customer messaging.  For more information log onto [http://www.getmobee.com](https://t.yesware.com/tl/957afe8f1d31189535d4bb09d7b11a5d3205ea01/c99b96054dde77c405e7e8c12529c069/760b65ab1ec7cc17968fd45e00d7f8f4?ytl=http%3A%2F%2Fwww.getmobee.com)