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FOR IMMEDIATE RELEASE

**SMS Assist Adds to World-Class C-Suite Team with Hiring
of Top Oracle Sales Executive Matt Renner as Chief Revenue Officer**

Renner to Focus on Building Leadership and Global Sales Teams

CHICAGO, Sept. 17, 2015 — SMS Assist, the innovative mobile and cloud-based multisite property management company, today announced that one of Oracle’s top sales executives, Matt Renner, will help round out the company’s C-suite as chief revenue officer.

In his new role, Renner will be responsible for building world-class leadership and global sales teams at SMS Assist. He will foster leadership in key areas of the company to attract and retain talent.

“Matt is a superstar with an unparalleled track record of success in managing elite teams and stepping into the most complex business situations to deliver results,” said Mike Rothman, CEO of SMS Assist. “We’re thrilled that Matt has chosen to bring his world-class talent to the SMS Assist executive team.”

Renner spent 20 years at Oracle, most recently as senior vice president of business intelligence and enterprise performance management for North America, managing a team of almost 1,000 and reporting directly to the Executive Committee of the Oracle Board. A highly successful executive, Renner’s Oracle career included numerous information technology sales leadership roles of increasing responsibility for clients with complex needs.

“Chicago has a thriving tech community with world-class companies like SMS Assist backed by world-class investors like Pritzker Group and Insight Venture Partners,” said Matt Renner. “Mike and the team have a compelling vision for disrupting the multisite property management industry, and I’m looking forward to helping them take SMS Assist to the next level.”

Renner previously worked in sales for Universal Computer Systems and as a Xerox Sales Agent. He holds a bachelor’s degree in Communications from the University of Texas at Austin.

About SMS Assist

SMS Assist is a Chicago-based technology company providing multisite property management to a roster of clients with more than 90,000 service locations. Using its proprietary software platform to manage its network of more than 20,000 affiliate subcontractors, SMS Assist offers a suite of property management benefits including leveraged pricing of products and services, \$30M risk indemnification, real-time services validation, instant invoicing, automatic service audits and data analysis to ensure quality and cost efficiency. SMS Assist is revolutionizing multisite property management services for its growing list of national and Fortune 500 clients including Family Dollar (NYSE: FDO), O’Reilly Automotive, Inc. (NASDAQ: ORLY), JLL (NYSE: JLL) and Colony Capital (NYSE: CLNY). To learn more, visit smsassist.com.

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