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## **Relationship® Announces Acquisition of Sysnify Corporation's Retail Software Division**

**Houston, Texas April 3, 2019.**

Relationship®, a leader in delivering personalized promotions – announced today that it has completed the acquisition of Sysnify Corporation's retail software division.

Relationship CEO, Galen Walters said: "Sysnify has been our long-term partner and over the years, they've helped us develop and evolve our robust digital experience platform as well as other software solutions like soft proofing."

Lan Nguyen, the owner of Sysnify, will assume responsibilities of technology operations as the new COO, and will serve on Relationship's Board of Directors, providing direction for the technology solutions & development team. "Galen and I have worked together for almost 20 years" Nguyen said, "We are excited about the future of retail grocery and will be focusing our efforts around innovations that will continue to advance our platform and ensure our solutions for Personalized Shopper Engagement are best-in-class."

This acquisition further strengthens Relationship in support of the unique needs of the supermarket industry. In these rapidly changing times, Relationship is uniquely positioned to assist retailers in achieving their personalized digital engagement goals.

"Bringing Lan and the team into the Relationship Family is a natural evolution." Walters said. "Relationship not only gains critical software but also a team of very talented people that are all aligned to support our growth into the future."

Relationship® is a leading digital and shopper marketing company focused on the Grocery Retail industry. Helping retailers leverage the power of analytics and insights to deliver personalized shopper engagements and incremental revenue opportunities in-store and online. From an integrated, digital customer engagement platform, easy to use, big-data, analytics solution & eMarketing services, Relationship partners with retailers to grow sales and increase customer engagement through personalized solutions. To learn more about how Relationship can help your company visit our website [www.relationship.com](http://www.relationship.com).

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