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Go Think! Announces Company Name Change to Relationship[®]

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Go Think!, a leader in delivering personalized promotions – announced today that it is changing its corporate name to Relationship[®]. The name change reflects the company's focus on helping retailers deliver more relevant and personal offers to increase digital engagement and drive sales.

The CEO of the company, Galen Walters said the name change has been in the works for awhile. "Our new name better reflects the solutions we provide to clients." said Walters. "Our business has evolved over the past few years, along with the changing retail landscape. We felt Relationship was a more accurate name for what we do today."

Relationship offers one of the most advanced, seamlessly integrated, and automated, personalized shopper platforms on the market today. "We started in retail and understand that internal marketing teams don't have the time needed to manage countless, disconnected applications." Walters said. "We wanted to simplify the entire personalization solution and knew that integration and automation were critical to executing data-rich personalization consistently."

Relationship's core products and services will remain the same, robust customer analytics solution, a web & mobile digital engagement platform, and omni-channel delivery of relevant, personalized promotions to shoppers.

Other than the name, customers, employees and partners will notice no other changes. "We still have an unwavering commitment to help retail grocery chains grow and thrive in a highly competitive environment while focusing on providing personalized promotions that deliver a healthy ROI." Walters said.

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.relationshop.com.

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