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Sandy Demitroff Appointed CEO of BrandRep

FOR IMMEDIATE RELEASE

Irvine, California, August 30, 2018 – BrandRep, Inc. ("BrandRep"), a portfolio company of Millpond Equity Partners and a leading provider of digital marketing services to small and medium sized businesses ("SMB"s), has announced the appointment of Sandy Demitroff as its new CEO.

Sandy brings to BrandRep extensive experience in the areas of digital marketing, operations, client relationship management, business development and strategic partnership development. Most recently, Sandy was Managing Director, Central Operations and Client Services with WPP. Prior to WPP, she spent 6 years at RhythmOne, an advertising technology company, where she held multiple roles including President of Prime Visibility, a full-service performance marketing agency; President of Burst Media, an established advertising network; and GM, Head of Operations. She was also CEO and Co-founder of HNW, an interactive marketing firm focused on financial services and wealth management and COO of Worth.com, a personal finance portal. Sandy graduated from Cornell University.

"I am thrilled to join BrandRep at this exciting time of digital transformation. As the "go to" marketing partner for SMBs, BrandRep delivers strong technology and services ideal for our hyper-local customer base," Sandy commented. "My vision is to continue to broaden our product offerings and provide the most comprehensive marketing platform with unparalleled customer service for our clients. BrandRep's one-stop shop model, makes it easy for SMBs to maximize their online presence, generate leads and business, and, ultimately, achieve financial success."

"Millpond has a long relationship with Sandy and her leadership, vision, and industry experience will enable BrandRep to accelerate its capabilities via organic initiatives, strategic partnerships, and add-on acquisitions," added Jeff Tobin, Millpond Equity

Partner and BrandRep Director. "Sandy brings to BrandRep a unique combination of entrepreneurial skills and large company strategic vision and discipline."

About BrandRep
Based in Irvine, California, BrandRep is a leading provider of digital marketing solutions for small and medium sized businesses ("SMBs"). BrandRep offers SMBs a portfolio of digital marketing services, including Local Search Engine Optimization ("SEO"), Website Creation, Local Directories, Brand Alerts, Review Generation and Social Media, which provide businesses with an increasingly important digital presence. With over a decade of experience and as a Google Certified Partner, BrandRep serves a diverse base of more than 18,000 customers in various end-markets, including healthcare, home and maintenance, beauty and salons, construction, and others, across the U.S. and Canada. Since its founding, BrandRep has rapidly grown into the brand of choice for business owners seeking a robust, do-it-for-you portfolio of digital marketing services that help them grow their business in their local market. For more information, please visit brandrep.com.

About Millpond Equity Partners
Millpond Equity Partners is a private equity firm focused on investing in lower middle market, growth-oriented business services companies. Headquartered in Boca Raton, Florida, the Millpond leadership team has nearly 60 years of combined private equity and operating experience, deep industry expertise and a long track record of growing businesses and creating value alongside management teams. Millpond combines a partnership approach with extensive hands-on operational and investment management experience. Its experienced investment professionals work hand-in-hand with leaders of healthy and growing businesses, providing strategic guidance, resources and support while assisting those companies through their next phase of growth. For more information, visit millpondequity.com.