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Rightpoint Steps onto National Stage with Acquisition of Agency Oasis

Expansion into six new U.S. markets creates national powerhouse digital agency around customer experience

Chicago, April 4, 2016 – Rightpoint, a leading technology and design services company headquartered in Chicago, announced today that it has acquired Boston-based Agency Oasis. The acquisition expands Rightpoint’s existing presence from Chicago, Detroit and Denver to six new markets including Boston, Los Angeles, Atlanta, New York, San Francisco and Dallas, and establishes it as a leading national digital agency focused on creating customer experiences that build brands and grow businesses.

"We have always been grounded in creating transformative digital experiences that help our clients differentiate in an increasingly competitive environment," says Ross Freedman, Co-CEO of Rightpoint. "The union of Rightpoint and Agency Oasis bolsters our ability to deliver creative and technology solutions for our clients at scale and attract the best talent in the industry."

The addition of Agency Oasis, a full service digital agency focused on customer experience, expands Rightpoint’s capabilities within the healthcare and financial services sectors and adds new clients to Rightpoint’s portfolio of marquee brands including Mass Mutual, University of Pittsburgh Medical Center, IMS Health, Cincinnati Children’s Hospital, Delaware North, and Bell Helicopter. Mirroring Rightpoint’s position as a Platinum Sitecore Partner, Agency Oasis also strengthens Rightpoint’s systems integration work with strategic technology partners including Microsoft, Episerver, Insite Commerce, and Salesforce.

"The Agency Oasis team is delighted to be combining forces with Rightpoint," said Jeff McMahon, CEO of Agency Oasis. "The ability to combine the service offerings of two national leaders within the digital marketing ecosystem was an exciting proposition for us. The Rightpoint team has created an amazing organization filled with exceptional talent. We are thrilled to be part of the leading independent digital agency in North America."

After a brief integration planning period, Agency Oasis will rebrand and operate under the Rightpoint banner. As part of the integration, the three founders of Agency Oasis, Jeff



McMahon, Nick Laidlaw, and Robert Naughton, will join Rightpoint's Leadership Team and Mr. McMahon will be joining the Rightpoint Board of Directors. Rightpoint co-founders, Ross Freedman and Brad Schneider, will remain in their positions as Co-CEOs and continue to manage the strategic direction and growth of the company with support from the Leadership Team. The addition of Agency Oasis' Executives and staff will increase Rightpoint's headcount by more than one-third, to more than 300 employees.

Fueled by a \$55 million equity investment from New York-based Stella Point Capital last spring, the acquisition of Agency Oasis aligns with Rightpoint's accelerated growth strategy, which includes expanding its national presence, growing capabilities in key areas including digital marketing, e-commerce and CRM, and augmenting professional services with product-based solutions.

For more information, visit www.rightpoint.com.

About Rightpoint

Rightpoint is a technology and design services company serving Fortune 1,000 companies. The company creates experiences that amplify brands and business through creative and technology services including web, mobile, social, IoT, e-commerce and cloud. With a client base that includes some of the most iconic brands in the world, Rightpoint was named to Forbes' 2014 list of [America's Most Promising Companies](#) and [Crain's 50 Fastest Growing Companies in Chicago](#) in 2015. For more information, visit rightpoint.com and follow [@Rightpoint](#).

About Agency Oasis

Founded in 2001, Agency Oasis a leading independent digital agency in North America, providing sophisticated digital strategy, digital design, and marketing technology platforms. Specializing in the Sitecore Experience Management platform, Agency Oasis solves its clients' complex business problems through innovative and creative online experiences. Based in Boston, Agency Oasis maintains offices in Los Angeles, Atlanta, New York, San Francisco and Dallas. Agency Oasis works with an impressive roster of global brands to support enterprise-level websites and complex digital marketing campaigns that require international reach.