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## **Rightpoint Acquires Raizlabs, Expanding Capabilities in Mobile Innovation and Emerging Technologies**

CHICAGO – November 7, 2017 – Rightpoint, an independent customer experience agency, announced today the acquisition of Raizlabs, a leading mobile innovation and emerging technologies firm. With Raizlabs, Rightpoint brings together the best customer experience talent to create seamless digital experiences driven by insight, design, technology, and expanded mobile innovation and emerging technologies, to evolve the way clients do business.

Rightpoint will enhance its innovative customer experience solutions by leveraging Raizlabs' capabilities in mobile technology – specifically its recent work in medical and ecommerce mobile – as well as voice, IoT, wearables, artificial intelligence, and virtual and augmented reality offerings. Raizlabs further strengthens Rightpoint's technology ecosystem with the addition of partners Google, Apple and Amazon. In addition, Rightpoint will grow its portfolio of marquee brands with Raizlabs' clients, including Six Flags, AAA, Perkins School for the Blind, L.L. Bean, and Massachusetts Bay Transportation Authority.

“We are excited to welcome Raizlabs' innovative and creative product development teams to Rightpoint,” said Rightpoint Co-founders and Co-CEOs, Ross Freedman and Brad Schneider. “With the addition of Raizlabs, we're forming the agency of the future, bringing together a diverse team of people who are doing innovative work in a variety of backgrounds. Together, we have the best customer experience talent to build our clients' digital futures, today.”

Gregory Raiz, founder and CEO of Raizlabs, will join Rightpoint's leadership team as Chief Innovation Officer, based in Boston. As Chief Innovation Officer, Raiz will continue building the culture of innovation throughout Rightpoint, and working with clients to help them digitally transform their businesses using innovative technologies.

“Rightpoint and Raizlabs have been holistically digital from the start, with innovation at the heart of what we do. We at Raizlabs are eager to team up with Rightpoint in order to expand our vision to improve lives through design and technology nationally,” said Raiz. “We're excited about the potential that this change brings and the impact it can have on the future of digital offerings for our clients.”

This move brings Rightpoint to 400 employees across nine offices in the U.S., deepening the agency's foothold in the Western and Eastern regions, and complementing its growth in the central region. The Raizlabs office in Oakland, California will become Rightpoint's ninth U.S. office, while the Raizlabs and Rightpoint Boston offices will join forces.

This marks the second major acquisition by Rightpoint in the past 18 months, following its acquisition of Agency Oasis in April 2016.

For more information visit:

[www.rightpoint.com](http://www.rightpoint.com)

[www.raizlabs.com](http://www.raizlabs.com)

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### **About Rightpoint**

Rightpoint is an independent customer experience agency with technology at our core. We create seamless digital experiences driven by insight, strategy, design, technology, and mobile innovation and emerging technologies via Raizlabs, to evolve the way our clients do business. Rightpoint serves more than 250 Fortune 1,000 companies and has been named one of Crain's 50 Fastest Growing Companies in Chicago for four consecutive years. Rightpoint is the largest independent agency with 400 employees across nine U.S. offices. For more information, visit [rightpoint.com](http://rightpoint.com).