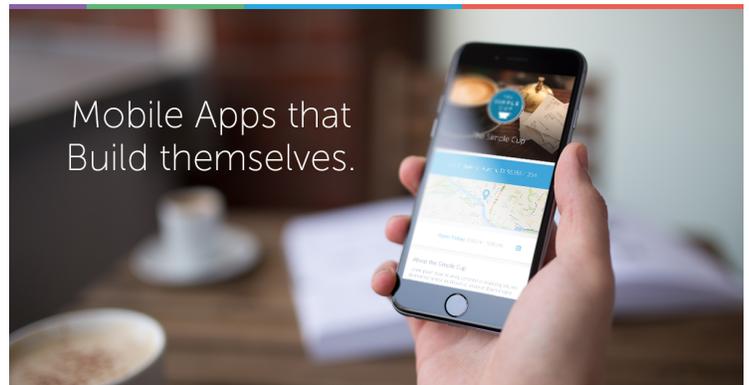


Advice Interactive Group Acquires Mobile App Technology Company

The acquisition of Scanther Mobile expands Advice Interactive Group's suite of local presence management technologies for agencies, brands, partners and small businesses.

MCKINNEY, Texas, August 30, 2016 /Business Wire/ - Advice Interactive Group, one of the leading local search and digital marketing technology providers, has today announced its acquisition of Scanther Mobile, a mobile app maker headquartered in Austin, Texas.

This acquisition further solidifies Advice's commitment to providing scalable, cost-effective and customizable local presence management solutions to their channel partners, brands, agencies, and businesses. Integrating a mobile app technology into their current solution falls directly in line with this mission.



This technology provides a quick and easy way for businesses to create and manage mobile apps. Built from a "mobile first" approach, the technology prioritizes the mobile experience. In less time than it takes to say "Mobile Engagement," businesses and brands can render and build an iOS and/or Android app that is immediately ready for submission to iTunes or Google Play. This requires no development resources as the mobile technology builds the app with easy, on-the-fly editing capabilities directly from any device, including the smartphone.

"This acquisition will bolster our focus on the belief that mobile devices will be the dominant platform reshaping digital marketing," says Bernadette Coleman, CEO of Advice Interactive Group. "There is a BIG shift towards using intelligent devices that will help businesses engage and develop even more personalized relationships with their clients."

Scanther co-founders (and brothers) EJ Archuleta and Austin Archuleta will be joining the Advice team as part of the acquisition. Their mobile technology, rebranded as Advice Mobile, will be integrated within the [Advice Local product suite](#).

"As entrepreneurs, we've dreamed of being part of a company that can really make an impact," said EJ Archuleta. "We've witnessed first-hand Advice's commitment to their partners, resellers and business owners, and it is a privilege to be a part of this company. This is a big step, and incredible opportunity for Scanther to join the Advice family. We couldn't be more excited about helping business owners everywhere," said Austin Archuleta.

In today's Mobile First world, this functionality will help businesses provide real-time, up-to-date content for customers. The mobile app technology allows for coupons, loyalty programs, an unlimited number of push notifications from any device, and is beacon ready. The capability to make real-time updates, plus send photos and videos via a push has put the power of marketing back in the hands of the digital marketer and business owner. Companies are no longer at the mercy of their app developer – they are the app developer.

Advice has already started the integration of the technology into their existing SaaS-based local presence management platform, and soon resellers, agencies, partners, and local businesses will be able to create their mobile app within their Advice Local dashboard. In the meantime, businesses and brands that would like to get started today can visit www.advicemobile.com, register an account and create a test app for free in less than a minute.

For more information about Advice Interactive, Advice Local, Advice Mobile or to find out how to become a partner, contact Bernadette Coleman at 214-310-1356 or bcoleman@adviceinteractive.com.

About Advice Interactive Group

Advice Interactive Group (Advice) is a local search technology and digital marketing solution provider. More than 300,000 businesses around the web use Advice's local presence management solution to take control of their data, keep their location information current, and optimize and syndicate their business profiles across the web. This in turn drives face-to-face and digital interactions intended to boost customer engagement, build audiences, and increase sales through an all-inclusive, white-labeled SaaS-based dashboard and marketing platform.

Based in the Dallas/Fort Worth area with more than 70 employees, Advice has been recognized in the SMU COX Dallas 100 (2015), is a three-time Inc. 500 Company, and most recently picked up a Web Marketing Association Internet Advertising Competition Award (2015).

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