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SMS ASSIST CONTINUES TO BUILD WORLD-CLASS EXECUTIVE TEAM WITH NEW LEADERS IN HUMAN RESOURCES AND MARKETING

Chicago-based technology company hires Anne Scharm as chief human resources officer and Guy Edasis as vice president of marketing

CHICAGO, June 14, 2016 —SMS Assist, an innovative mobile and cloud-based multisite property management company, today announced two key additions its leadership team. Anne Scharm, former senior vice president of human resources for Hunt Companies, and Guy Edasis, former Groupon general manager, will support the company's continued growth and fully-managed technology and service capabilities.

- **Anne Scharm**, chief human resources officer, is an accredited senior professional of human resources (SPHR) with proven success implementing systems and driving engagement for local and global Fortune 500 companies, and is responsible for leading human resources strategy and talent management for SMS Assist.

Most recently, Scharm was senior vice president of human resources for Hunt Companies, a real estate and financial services company where she led all HR and talent functions for 1,500 employees across 30 states and 17 business lines. Previously, she was vice president of human resources for A.M. Castle & Co. (NYSE: CAS), a \$1 billion global supply chain company. She also led organizational development for Delnor Health System (now Northwestern Medicine) and Provena Health System (now Presence Health). Before that, she was a change management and human performance consultant for Accenture (NYSE: ACN). Scharm holds an MBA from Benedictine University and a bachelor's degree in public policy from the University of Chicago.

- **Guy Edasis**, vice president of marketing, brings nearly two decades of experience in marketing strategy, high growth companies, general management and sales and is responsible for leading the marketing team and implementing strategic initiatives to drive continued growth for the company.

Beginning his career as a lieutenant with the Israeli Defense forces and later as assistant to the chief security officer for El-Al in Europe, Edasis most recently served as vice president of marketing for Signal, a global marketing technology company. Before that, he was general manager for Groupon (NASDAQ: GRPN), overseeing its regional sales and operations teams. Edasis holds an MBA from the University of Virginia's Darden School of Business and a bachelor's degree in finance and entrepreneurship from Israel's Arison Business School.

"Both Anne and Guy are at the top of their fields and bring proven results to our world-class SMS Assist leadership team," said Mike Rothman, chairman and CEO of SMS Assist. "As we continue developing our service capabilities and entering into new markets, their expertise will be invaluable for supporting our goal to revolutionize property management and serve one million unique locations."

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With its proprietary, cloud-based platform and fully-managed business solution, SMS Assist is revolutionizing multisite property management for a growing list of national and Fortune 500 companies, including Family Dollar (NYSE: FDO), JPMorgan Chase (NYSE: JPM), Jones Lang LaSalle Incorporated (NYSE: JLL), O'Reilly Automotive, Inc. (NASDAQ: ORLY) and Colony Starwood Homes (NYSE: SFR). SMS Assist manages a network of more than 20,000 certified affiliate subcontractors providing the highest quality maintenance services to more than 120,000 client locations.

About SMS Assist

SMS Assist is a Chicago-based technology company providing multisite property management to a roster of clients with more than 120,000 service locations. Using its proprietary software platform to manage its network of more than 20,000 affiliate subcontractors, SMS Assist offers a suite of property management benefits including leveraged pricing of products and services, \$30 million risk indemnification, real-time services validation, instant invoicing, automatic service audits and data analysis to ensure quality and cost efficiency. SMS Assist is revolutionizing multisite property management services for its growing list of national and Fortune 500 clients including Family Dollar (NYSE: FDO), JPMorgan Chase (NYSE: JPM), Jones Lang LaSalle Incorporated (NYSE: JLL), O'Reilly Automotive, Inc. (NASDAQ: ORLY) and Colony Starwood Homes (NYSE: SFR). To learn more, visit [smsassist.com](https://www.smsassist.com).

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