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**Ernst & Young Announces SMS Assist CEO Mike Rothman as an
EY Entrepreneur of the Year® 2016 National Finalist**

CHICAGO, Nov. 23, 2016 – Ernst & Young today announced that Mike Rothman, chairman and CEO of SMS Assist, an innovative mobile and cloud-based multisite property management company, was named an EY Entrepreneur of the Year® 2016 National Finalist in the Real Estate, Hospitality and Construction category. Now in its 30th year of celebrating ingenuity in America, the Entrepreneur of The Year award recognizes leaders and visionaries who demonstrate innovation, financial success and personal commitment as they create and build world-class businesses.

Entrepreneur of the Year winners and finalists were recognized at the award program's namesake national gala, the culminating event of the Strategic Growth Forum™ in Palm Springs, California. Rothman was one of four nominees in the Real Estate, Hospitality and Construction category, which included Robert Katz of Vail Resorts, Michelle Fee of Cruise Planners and J.W. "Bill" Marriott of Marriott International, who won the Real Estate category and was also named EY's Entrepreneur of the Year National Overall Award winner.

In June, Rothman won the prestigious EY Entrepreneur of the Year® 2016 Technology Award in the Midwest.

"It's an honor to be nominated. Our world-class teams and disruptive technology put us at the forefront of innovation, fundamentally transforming our market while delivering real value," said Rothman. "Along with EY, we celebrate our fellow winners and nominees as we continue innovating, growing and setting new standards for success."

SMS Assist's proprietary, cloud-based platform and fully-managed business solution connects a network of more than 20,000 subcontracted affiliates and an estimated 500,000 technicians to provide the highest quality maintenance services to more than 130,000 client locations across the U.S.

By reducing costs, creating efficiencies and improving customer service for its customers and affiliates, SMS Assist is constantly expanding into new markets as it adds to its fast-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). To support its rapid growth, SMS Assist expanded to 565 employees in 2016 – an increase of more than 175 employees in the last year and more than tripling its size since 2012.

Since 1986, EY has honored entrepreneurs whose ingenuity, spirit of innovation and discipline have propelled their companies' success, invigorated their industries, and benefited their communities. Now in its 30th year, the program has honored the inspirational leadership of such entrepreneurs as J.W. "Bill" Marriott Jr. of Marriott International, Howard Schultz of Starbucks Coffee Company and Mindy Grossman of HSN. Recent U.S. national winners include Reid Hoffman and Jeff Weiner of LinkedIn; Hamdi Ulukaya, founder of Chobani; and 2015 winners Andreas Bechtolsheim and Jayshree Ullal of Arista Networks.

About SMS Assist

SMS Assist is a Chicago-based technology company providing multisite property management to a roster of clients with more than 130,000 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, \$50 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.

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