



FOR IMMEDIATE RELEASE:

January 9, 2013

KSI and Atmio Team Up at the NRF 2013 Big Show

KSI and Atmio Announce Marketing Alliance Focused on Retailers

Atmio's technology enables retailers to engage their customers where it counts – in the aisles of their stores

Santa Clara, CA and Oakland, CA – Atmio and KSI today announced a joint marketing alliance focused on retailers who want to embrace the growing trend in mobile customer engagement. Under the terms of this alliance, KSI will be able to market and sell Atmio's mobile marketing software platform to retailers.

“Partnering with Atmio enables KSI to help empower our retail clients to engage their customers where it counts – in the aisles of their stores”, said Phil Bruno, senior vice-president of sales and marketing for KSI. “Based on our 20-plus years of experience delivering hardware and software solutions to major retail customers, such as The Home Depot, Big Lots, Burlington Coat Factory, and many more, we believe there will be strong demand for the Atmio Platform.”

Atmio's Platform enables mobile marketers to create, target and optimize mobile landing pages – resulting in deeper end-customer engagement and higher ROI. The heart of the platform is a powerful targeting and optimization engine, enabling marketers to target mobile landing pages to different mobile devices, in different languages, for different locations and different times of the day. They then can optimize the pages using A/B split testing integration with 3rd party analytics providers, etc.

“We are delighted to partner with KSI”, said Sunil Baliga, CEO of Atmio. “Their deep knowledge and understanding of the retail industry is a perfect complement to our advanced mobile technology expertise. We look forward to supporting KSI as they engage with their customers.”

KSI will be demonstrating the Atmio Platform at its booth (#426) at the NRF Annual Convention & EXPO, Retail's BIG Show, January 14th and 15th at the Javits Convention Center in New York City <http://events.nrf.com/annual2013/public/MainHall.aspx>.

About KSI

Key Source International <http://ksikeyboards.com/> is global company based in Oakland, California with over 20 years of experience delivering high-end technology solutions to Fortune 1000 companies, system integrators and input automation for major retailers. Customers include IBM, The Home Depot, Saks Fifth Avenue, Big Lots, AutoZone, The United Nations and Vodafone.

About Atmio

Atmio's easy-to-use software platform empowers Performance Marketers and Agencies to rapidly create, target, and optimize mobile landing pages, resulting in higher-quality leads and increased conversions.

Atmio is headquartered in Silicon Valley and can be contacted at +1-408-755-5710 or visit <http://www.atmio.com>.

Contact

Key Source International
Deanne VanKirk, 1-800-722-6066

#