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FOR IMMEDIATE RELEASE

BlueSky Digital and WDM Creative Announce Strategic Business Merger

June 26, 2019 - Noblesville, IN - Experts in Commerce, BlueSky Digital (a business division of BlueSky Technology Partners) and WDM Creative, a full-service public relations and advertising agency, merged together forming BlueSky Creative on April 16, 2019. The completed merger provides an even greater opportunity to serve current and potential clients on a national level while creating a greater immediate impact to the economic investment in the city of Noblesville, IN.

"This is an exciting day for both of our companies. This merger provides an even greater opportunity to support our clients in all aspects of the customer journey. Both teams provide incredibly experienced talent along with an immediate increased client base close to home and globally. We anticipate a seamless transition given our shared goals and commitment to best practices in the retail, manufacturing, telecom, service, nonprofit, government and healthcare industries," stated Todd Irwin, CEO of BlueSky Technology Partners.

The newly launched BlueSky Creative is led by former WDM Creative owner, Lori Winkler. Lori will serve as Managing Director of BlueSky Creative with a high-level focus on strategic direction for both BlueSky and clients, as well as overseeing the profitability of the business unit. Winkler states, "This merger is the perfect opportunity to take both of our businesses to the next level. WDM has incredible talent entering into this merger

and our depth of resources we gain from the BlueSky Digital team allows us to be one of the strongest marketing and digital agencies in our industries. I'm very excited about our future."

The team will be based at the BlueSky Technology Partners corporate headquarters in Noblesville, IN.

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About BlueSky Technology Partners

Founded in 2006, BlueSky offers a team that has deep experience in retail, manufacturing/CPG, government, nonprofit, healthcare, and life sciences with creative, technical and business backgrounds. BlueSky Creative, a division of BlueSky, provides an experienced team of creative thinkers with expertise in branding, design, digital marketing, outreach, fundraising communications, capital campaign development, public relations, and video production.