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O² Campaign Optimization Suite Group O & Naehas form strategic partnership to deliver next generation marketing solutions

MILAN, IL -- Group O, Inc. and Naehas, a leading provider of on-demand marketing software based in Silicon Valley, are announcing their partnership to provide marketing solutions that enable Fortune 1000 companies to execute highly relevant and integrated campaigns across all online and offline channels. Group O has become a strategic investor in Naehas and is licensing their platform to be integrated with the **O² Campaign Optimization Suite** provided by Group O. The **O² Campaign Optimization Suite** is a comprehensive technology platform that enables Group O clients to achieve improved customer conversions on acquisition, cross-sell and loyalty campaigns via targeted, relevant and personalized offers.

The **O² Campaign Optimization Suite** is an easy to use, web-based solution for marketers to automate and optimize their marketing while minimizing IT involvement. This technology has been shown to double conversion rates and deploy online campaigns 97% faster.

Rab Govil, CEO of Naehas, says, "I look forward to working with Group O and their clients to provide web, direct mail, mobile and call center marketing solutions." Rab also mentioned, "This is a wonderful partnership that will provide Group O the ability to execute relevant marketing campaigns that will deliver unprecedented ROI to their customers."

"We are excited about our partnership with Naehas. We are now able to rapidly deploy efficient & effective solutions that enable our clients to extract the maximum yield on their marketing spend." said Gregg Ontiveros, CEO of Group O, Inc.

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Group O. Headquartered in Milan, Illinois, Group O is one of the largest Hispanic-owned companies in the U.S. and a leading provider of products and services, specializing in Marketing Services, Print Management, Decision Sciences, Business Process Outsourcing, Managed Services, Packaging, Supply Chain and Third Party Logistics (3PL). Founded in 1974, Group O has grown to approximately 1500 employees across 28 US facilities. The company offers a comprehensive portfolio of solutions to meet the needs of Fortune 1000 clients across a broad range of industries, including food & beverage, telecommunications, manufacturing, consumer packaged goods, financials services, pharmaceutical & health care and technology. For more information, visit www.groupo.com.

Naehas is a leading provider of on demand marketing software based in Silicon Valley, California. The company provides a powerful on demand software application to automate and optimize online marketing campaigns with minimal IT involvement. Naehas solutions have helped Fortune 500 companies (Charles Schwab and Ricoh) as well small and medium sized business (AMS, Penton, and Luxury Link) to double their conversion rate and deploy their campaigns 97% faster. For more information, visit www.naehas.com.

