

Augeo Continues Growth with Acquisition of Wingnut Advertising

St. Paul, MN – (Feb. 5, 2019) Augeo announced today it has acquired Wingnut Advertising, a Minneapolis-based company delivering agency services since 2003. The acquisition will nearly double the size of Augeo Digital's agency, a business unit of Augeo, and strengthen its capabilities in creative, strategic branding, website development, and digital communications. Wingnut also has expertise in search engine optimization (SEO), search engine marketing (SEM), and other digital marketing services.

"The combination of these two high-performing teams will add scale and depth as Augeo continues to advance this strategically valuable part of our business," commented David Kristal, CEO of Augeo. "We remain as focused as ever on organic growth. Adding a team like Wingnut creates marketplace leverage and thought leadership to accelerate our core business growth and serve Augeo clients across multiple sectors."

"Augeo Digital has been known for web and app design, digital communications, video production, and engagement program development. With Wingnut, we are not only expanding our creative expertise, we are also adding a team of digital strategists that specialize in SEO/SEM solutions to clients looking to maximize their digital marketplace impact", commented Amy Murphy, President of Augeo Digital. "We believe the combination of our teams, their technical experience, and marketing expertise will be a big factor in our growth."

"We are privileged to work with great clients," said Greg Dutton, Creative Director and co-founder of Wingnut. "Our clients and team members have always been our focus. It was important for us to find a company that recognized and lived our same values. While Wingnut has been a creative player in the Twin Cities' agency scene for the last 15 years, we have more recently leaned into digital persuasion, making us a very relevant addition to the Augeo team."

"Joining with Augeo allows us to extend our skills to more national clients and bring Augeo expertise to our current clients," commented Jim Cousins, President of Wingnut. "We look forward to rapidly growing this amazing combined team."

Wingnut will operate as a part of Augeo Digital's agency services out of Augeo's headquarters in St. Paul.

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About Augeo

Augeo is a North American leader in engagement, loyalty and incentive platforms with a focus on developing new solutions and innovative technology for clients, partners, merchants and consumers. Augeo operates business units in consumer and customer loyalty, employee recognition, membership benefit solutions and digital agency services. Augeo serves both domestic and international programs and currently supports over 55 countries in 8 languages. Headquartered in St. Paul, MN, Augeo also has offices in the metropolitan areas of Chicago, New York, Atlanta, Phoenix, and Nashville.

For more information, visit www.augeomarketing.com