



CSE: CRL

## **CARL APPOINTS INDUSTRY EXPERT BRYAN SEGAL TO THE BOARD OF DIRECTORS**

**May 26, 2015 – Vancouver, British Columbia** – Carl Capital Corp. (“Carl” or the “Corporation”), a developer of software as a service (“SaaS”)-based solutions for data integration and business intelligence, is very pleased to announce the appointment of digital advertising and big-data expert, Bryan Segal, to the Board of Directors.

Mr. Segal is regarded as a leading North American authority on complex digital research advertising and big-data solutions and services. Mr. Segal currently serves as the CEO for Engagement Labs Inc., a Toronto-based data-focused creative agency offering real-time performance measurement tools and metrics for organizations that are actively engaged on social networks. Engagement Labs Inc. trades on the TSX Venture exchange under the symbol “EL”. Prior to Engagement Labs Inc., Mr. Segal served for 14 years as the Vice President of Sales at comScore Inc., a world leading internet analytics company providing marketing data and analytics to many of the world’s largest enterprises.

Mr. Segal is extremely active in the digital community and speaks regularly at industry conferences. As well, Mr. Segal serves on the Board of the Interactive Advertising Bureau of Canada (IAB Canada), which is the national voice and thought leader of the Canadian interactive marketing and advertising industry.

Greg Johnston, CEO of Carl, commented, “We are very pleased to have Mr. Segal join the Board of Directors of Carl Capital. Mr. Segal’s wealth of experience and knowledge in data services and analytics will be a great asset for us in building Carl Capital.”

### **About Carl Capital Corp.**

Carl is focussed on providing next generation information collection, storage and analytics solutions for data-centric companies. Building on its first acquisition, Extend to Social Media Inc., a company with an application that allows clients to leverage their customers’ social networks for referral marketing and analytics, Carl is enhancing the application to work with new cloud based mass storage services and analytics applications. Carl is creating a virtually unlimited data storage environment from which informative visual representations of data can be created. Carl’s goal is to deliver a comprehensive data management solution for datasets of any size and complexity.

On behalf of the Board of Directors:

Greg Johnston  
President, Chief Executive Officer, Director

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The Canadian Securities Exchange (operated by CNSX Markets Inc.) has neither approved nor disapproved of the contents of this press release.