



CSE: CRL

## **CARL APPOINTS RICK SANDERSON TO THE BOARD OF DIRECTORS**

- **Rick Sanderson is SVP and General Manager of one of Canada's top advertising agencies: MacLAREN McCANN**
- **Mr. Sanderson's expertise in marketing will contribute to the growth and adoption of Carl's soon to be launched Extend to Social referral marketing and social data collection application**

**June 30, 2015 – Vancouver, British Columbia** ó Carl Capital Corp. (öCarlö or the öCorporationö), a developer of software as a service (öSaaSö)-based solutions for data integration and business intelligence, is very pleased to announce the appointment of Rick Sanderson, Senior Vice President and General Manager at one of Canada's top advertising agencies, MacLaren McCann, to the board of directors.

Mr. Sanderson has over 30 years of experience in the marketing and advertising industry. He most recently joined MacLaren McCann in 2014 after his post as Marketing Director at Global Relay, a market leader in compliance messaging, archiving and message management software.

Mr. Sanderson also served as a General Manager of Omnicom-owned OMD Vancouver and Media Manager of TBWA\Vancouver, two large global media and advertising agencies. Prior to his 20-year stay in Vancouver, he worked in Toronto for a number of agencies, including MacLaren McCann working on brands such as Coca-Cola, Procter & Gamble and Carling O'Keefe Breweries.

Greg Johnston, CEO of Carl, commented, öWe are very pleased to have Mr. Sanderson join the Board of Directors of Carl. Rick's position and expertise in advertising and online media will help us with the further development and enhancement of our social media marketing and analytics tools. He will be instrumental in the growth and adoption of our Extend to Social referral marketing and social data collection application that we will launch this summer.ö

In addition, Cale Thomas will be resigning from the Board of Directors but will remain as the Chief Financial Officer of Carl.

## **About Carl Capital Corp.**

Carl is focused 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 representation 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

### **Disclaimer for Forward-Looking Information**

Certain statements in this news release are forward-looking statements, which reflect the expectations of management regarding the entering into by Carl of more service agreements and the resulting increase in resources and capital which will be used to build its business. Forward-looking statements consist of statements that are not purely historical, including any statements regarding beliefs, plans, expectations or intentions regarding the future. Such statements may include, but are not limited to, statements with respect to the future financial or operating performance of the Company including that Mr. Sanderson's expertise will contribute to the growth and adoption of the Company's soon to be launched marketing and data collection application. Such statements are subject to risks and uncertainties that may cause actual results, performance or developments to differ materially from those contained in the statements. No assurance can be given that any of the events anticipated by the forward-looking statements will occur or, if they do occur, what benefits the Company will obtain from them. These forward-looking statements reflect management's current views and are based on certain expectations, estimates and assumptions which may prove to be incorrect, including that there will be a continued and increasing demand for ETS's services. A number of risks and uncertainties could cause Carl's actual results to differ materially from those expressed or implied by the forward-looking statements, including: the risk of intellectual property disputes claiming rights to Carl's technology or infringement of other technologies, the risk that Carl is not able to protect its proprietary technology, the risk that Carl cannot get broad market acceptance for its products and services, the risk associated with developing new products and operating as an early stage company, the Company's ability to raise the additional funding it will need to continue to pursue its business and product development plans, competition in the industry in which the Company operates and market conditions, the risk that the Company does not execute its business plan, the inability to retain key employees, and other factors beyond the Company's control. These forward-looking statements are made as of the date of this news release and the Company assumes no obligation to update these forward-looking statements, or to update the reasons why actual results differed from those projected in the forward-looking statements. Additional information about these and other assumptions, risks and uncertainties are set out in the "Risks and Uncertainties" section in the Company's MD&A filed with Canadian security regulators at [www.sedar.com](http://www.sedar.com). For further information please contact:

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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.