LISA JOHNSON, ANTHONY LOPEZ
ARE VSBLTY'S TWO NEWEST EXECUTIVES

PHILADELPHIA, PA., FEB. 19/PRNewswire/— VSBLTY, a leading retail software and technology company that provides audience measurement using the power of machine learning through computer vision, added two experienced executives to its leadership team it was announced today by Jay Hutton, Chief Executive Officer.

Lisa D. Johnson has been appointed Vice President of Sales and Anthony Lopez was named to the newly created post of Director of Product Management. In making the announcements, Hutton said, "the addition of these two seasoned executives will enable us to accelerate our aggressive growth strategy that has been strengthened by our recently developed break-through Edge software and its integration with new hardware devices that enhance both security and the guest experience for retail outlets, entertainment venues, and other public spaces."

Johnson previously was Business Development Head of Sports & Entertainment in the Advanced Recognition Division of NEC Corporation of America in Rancho Cordova, Calif. Concurrently, she worked for Los Angeles-based FANSail Consulting, developing strategies for two start-up firms. For 12 years she was with the Anaheim Ducks Hockey Club, rising to Director of Ticket Sales Operations & Engagement. Johnson has also held sales executive positions with Chivas USA, Los Angeles Dodgers, Long Beach Ice Dogs and the Seattle Mariners.

Lopez has some 18 years of experience as an operations executive and IT professional in the Media/Entertainment industry. In 2010, he joined Legends3D, in Carlsbad, Calif., as Director of IT and over the next seven years rose to be COO/CIO. A resident of San Marcos, Calif., Lopez was nominated by San Diego Business Journal as a finalist for "Information Technology Executive of the Year" and San Diego Magazine for "Top Tech Exec."

CONTACT: Linda Rosanio, 609-472-0877 lrosanio@vsblty.net

About VSBLTY (www.vsblty.net)

Headquartered in Philadelphia, VSBLTY is the world leader in Proactive Digital Display™, which transforms retail and public spaces as well as place-based media networks with SaaS-based audience measurement and security software that uses artificial intelligence and machine learning.