



FISION Launches SaaS-based Brand Management and Marketing Automation Solution For Lazydays RV, World's Largest RV Dealership

MINNEAPOLIS, MN, April 27, 2017 FISION Corporation ([FSSN](#)) has launched its cloud-based digital asset management and marketing automation platform for [Lazydays RV](#), the world's largest recreational vehicle dealership.

For five Lazydays RV dealerships across Colorado, Florida and Arizona, FISION has setup a single source repository, allowing the national organization to more effectively manage and deliver its marketing materials, including videos and images.

"For Lazydays' thousands of RVs and accessories, we are helping them ensure consistent brand messaging and regulatory compliance," noted FISION CEO Mike Brown, "Our SaaS platform provides simple brand distribution and sales enablement across their entire enterprise."

The FISION SaaS platform enables highly scalable search functionality by category and keyword, as well as powerful automation and governance capabilities within a multi-tenant architecture. Lazydays administrators can now organize their digital assets for efficient access and retrieval of materials from approved content. FISION's multi-tenant capability also permits agency partners to securely access the repository.

"We have found the FISION team to be great partners, providing high quality service while being responsive to our needs," said Lazydays chief marketing officer, John Lebbad. "The interface capabilities of FISION's localized marketing asset solution will provide our staff a more efficient process for managing and accessing materials."

Lazydays RV joins the ranks of several other large enterprise companies from a range of industries that have deployed the FISION platform over the last year, including a national financial services company, a top provider of online higher education, and an operator of the world's largest business network.

"We have identified and solved the major pain points for sales and marketing organizations in a way no one else has done before," added Brown. "FISION's adoption by Lazydays further validates our unique value proposition and capabilities for enterprises large and small."

-more-

About Lazydays

Lazydays®, The RV Authority and world's largest RV dealership, caters to every RV need. Lazydays offers the largest selection of RV brands in the nation featuring more than 2,500 new and pre-owned RVs, over 300 service bays and two onsite campgrounds with over 700 RV campsites. Based on 126 acres outside Tampa, FL, Lazydays also has a dealership located in Tucson, AZ as well as three dealerships located in Loveland, Denver and Longmont, CO.

Lazydays RV Accessories & More offers more than 40,000 accessories online for your shopping convenience. Shop us online or visit one of our store locations in Florida, Arizona and Colorado. Lazydays also has RV Rental fleets in Florida, Arizona and Colorado.

About FISION Corporation

Founded in 2011, Minneapolis-based FISION is a cloud-based digital asset management and marketing automation company. FISION's advanced, proprietary technology specializes in managing a customer's brand and marketing content enabling marketing and sales people to quickly and easily create compelling, personalized, on-brand communications, which increases revenue and profits. With more than 65,000 users in 21 countries, FISION services enterprise clients in the health care, hospitality, financial/insurance, software and technology industries. For more information, visit www.FisionOnline.com.

Important Cautions Regarding Forward-looking Statements

Any statements contained in this document that are not historical facts are forward-looking statements as defined in the U.S. Private Securities Litigation Reform Act of 1995. Words such as "anticipate," "believe," "estimate," "expect," "forecast," "intend," "may," "plan," "project," "predict," "should" and "will" and similar expressions as they relate to FISION Corporation or (the "Parties") are intended to identify such forward-looking statements. The Parties undertake no obligation to publicly update or revise any forward-looking statements. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. The factors that could affect future financial results are discussed more fully in the Parties' respective filings with the U.S. Securities and Exchange Commission ("SEC"), including the their most recent Annual Report on filed with the SEC. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates.

###