



FISION COMPLETES ACQUISITION OF VOLERRO, ADDS SHOPKO STORES AND TOP FIVE U.S. BANK TO GROWING GLOBAL ENTERPRISE CUSTOMER BASE

MINNEAPOLIS, MN, May 16, 2017 FISION Corporation ([FSSN](#)), a leading provider of cloud-based digital asset management and sales enablement technology, has completed the acquisition of Minneapolis-based [Volerro Corporation](#), a leader in cloud-based content collaboration and agile marketing technology, following the [announcement](#) of a definitive purchase agreement on April 25.

Volerro brings to FISION major enterprise clients that include a top five U.S. bank and Shopko Stores, a \$3.2 billion U.S. retailer operating 363 stores across 24 states. Volerro enhances the FISION platform with complementary cloud-based collaboration, agile marketing and sales enablement software.

“The addition of Volerro significantly strengthens our platform, allowing us to better serve our growing customer base of large global enterprises,” said Mike Brown, CEO of FISION. “We can now offer the full range of agile marketing capabilities, from ideation and creation, to distribution and local sales enablement. FISION users will now be able to act smarter, faster, nimbler, and more efficiently to drive revenues and win in the marketplace.”

“Given our enhanced value proposition,” continued Brown, “we are seeing broader sales opportunities with the potential to deliver incremental recurring revenue growth for both FISION and our channel partners.”

Several large enterprise companies from a range of industries have adopted FISION’s unique SaaS solution 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.

For further details about the Volerro acquisition and what it means for FISION and its customers, see the company’s [earlier press release](#) which announced the definitive agreement.

About FISION Corporation

Founded in 2011, Minneapolis-based FISION is a cloud-based digital asset management, marketing automation, and sales enablement 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 [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.

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