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NEWS RELEASE

Falcon Retail Hires New Digital Marketing Manager Sabrina De Marzi

Bolton, ON, January 22, 2018 – Falcon Retail is pleased to announce and welcome Sabrina De Marzi as the company's new Digital Marketing Manager. In this newly developed role, Ms. De Marzi will be responsible for growing the company's brand and market share gains, as well as driving sales growth of its expanding Marketing Technologies offerings.

"I am extremely elated to be working for a very forward thinking and employee-centric company as Falcon Retail," states De Marzi. "2018 promises to be a year of real growth, strengthening our current partnerships and client-base, while working to build new ones. I am really eager to be a part of this amazing group of exceedingly talented, friendly and professional individuals."

Ms. De Marzi comes to Falcon Retail with extensive set of skills and expertise in branding, marketing and communications. Bringing over two decades of experience, Ms. De Marzi has worked for a number of organizations in diverse industry sectors to bring new brands to market and grow their business. Prior to joining Falcon Retail she has worked in senior management roles for such companies as Johnson Controls, Business Information Group, Kaval Wireless Technologies, and Prismaflex International to name a few.

"We are thrilled to have Sabrina on board. She is an outstanding addition to our team and brings a wealth of knowledge and experience to assist us in growing our brand and market footprint. Having a strong background in both digital and traditional marketing strategies, we believe she is value added member to our strategic leadership team, helping us to build and shape our Marketing Technologies offerings, partnerships and customer-base," said Barry MacDonald, President of Falcon Retail.

About Falcon Retail

Falcon Retail is a creative agency focused on inspiring purchase and connecting with the consumer; From concept to consumer, online to offline, in-store to out-of-store. To learn more about Falcon Retail please visit www.falconretail.net

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