



**For Immediate Release**

**Intelligent Clearing Network (ICN) Adds  
Eric Williams to VIP Advisory Board**

*The highly-regarded executive adds considerable technology expertise to the leading provider of promotion solutions*

**NEW CANAAN, Conn., August 1, 2012** – Eric Williams, the well-respected technology executive, has joined the Advisory Board of the Intelligent Clearing Network (ICN), an innovative software-as-a-service (SaaS) company that provides a complete promotion management solution for automating complex promotions direct-to-card, digital, trade, paper, mobile and email. All promotions are electronically validated including paper and digital coupons and other incentives in real time at the POS in grocery, drug and mass merchant retailers.

He joins other members of the Advisory Board: Lance C. Jacobs, most recently president and CEO of KSS Retail; Robert A. Neslund, Managing Director of Scenarion International, offering senior-level consulting, marketing and management services for the global marketplace; and Don King, veteran of Procter & Gamble, where he was involved in all aspects of promotions, including couponing, sampling, premiums, and related tactics.

Williams has more than 35 years of industry experience including management, sales, marketing, systems design and development, and operations positions with retailers, software development, and information technology companies. Most recently he was Executive Vice President and Chief Information Officer of Catalina Marketing Corporation where he was responsible for directing strategic technology, research and development, and new applications. He also served as the Chief Privacy Officer (CPO) for Catalina Marketing and was responsible for the overall consumer privacy activity for the company.

“Eric Williams will provide valuable industry insights and practical advice that will

contribute to our growth. His credentials and industry stature will enhance our Advisory Board and will contribute to our development as a solution provider for retailers and manufacturers,” said Gary Oakley, chairman and CEO of ICN.

During his tenure with CMC, Williams led the development of Catalina’s multi-petabyte data warehouse, which is still one of the largest transaction-level databases in the world. In addition, Williams was instrumental in the development of the first “Internet-delivered” loyalty marketing solution for basket-level data management. This solution is used as the frequent shopper data management application by some of the largest supermarket retailers in both the US, Europe and Far-East markets.

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**About Intelligent Clearing Network:**

*ICN is an innovative software-as-a-service (SaaS) company that electronically validates and clears paper and digital coupons and other incentives in real time at the point-of-sale in grocery, drug and mass merchant retailers. ICN’s single connection to a retailer POS can help solve the problem of mis/malredemption and fraud for the coupon industry. For more information: <http://www.icn-net.com>.*

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