



For Immediate Release

**Intelligent Clearing Network (ICN) Announces
VIP Members of Advisory Board**

Three prominent executives add veteran expertise in retail and consumer packaged goods marketing to the leading provider of promotion solutions

NEW CANAAN, Conn., May 25, 2012 – Three prominent executives have been named to 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.

They include: 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.

“These executives will provide advice and insights that will be invaluable to our growth. Their industry stature and credentials will make our Advisory Board a key part of our development as a solution provider for retailers and manufacturers,” said Gary Oakley, ICN’s chairman and CEO for ICN.

Jacobs is a business builder with experience at growing software company revenue, profits and shareholder value. He has spent his entire career in the retail and retail technology industries. He assumed leadership of KSS Retail in 2006 and led the company through consistent growth.

Neslund has had a distinguished career leading successful businesses in various channels of distribution in the U.S. and Australia. His career positions include CEO of Acme Markets; Chief Marketing/Procurement Officer for H.E. Butt Grocery Company; and CEO Retail Distribution for David's Ltd. Australia, a wholesaler serving nearly 3,000 stores.

As Associate Director at P&G, King for years led the Retail Marketing Services organization with responsibility for coupon redemption, including controls, retail reimbursements and brand charging and distribution of sales materials for all brands in the U.S. He was co-chair of the Joint Industry Coupon Committee (JICC) and a member of the Coupon Information Corporation (CIC).

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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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