



For Immediate Release

Emil Martinez Adds Veteran Leadership To Intelligent Clearing Network Team

CPG veteran spearheads ICN's sales effort and work with retail accounts

DALLAS, May 1, 2012 – Emil Martinez adds veteran leadership as Executive Vice President of Sales for Intelligent Clearing Network (ICN), 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 POS.

“He relies on years of industry experience and a consultative approach to head up the overall sales effort as well as working closely with current and new retail accounts in the grocery, drug and mass channels,” said Gary Oakley, chairman and CEO of ICN.

Martinez, whose resume includes several decades of work as a senior executive with Information Resources, said, “I understand the sales development process and look forward to bringing the ICN solution to my client contacts in various retail channels. I bring years of experience and an insider’s point of view with me.”

He and Oakley will be available to meet with visitors at Booth 7922 at the Food Marketing Institute (FMI) trade show and conference

Martinez said he looks forward to explaining to retailers how ICN’s single connection to the POS can help solve the problem of coupon mis/mal redemption and fraud. ICN tracks each promotion (digital or paper) at the retailers’ point of sale, ensuring that the correct manufacturer’s promoted products are purchased within the desired promotion period.

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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