



For Immediate Release

Intelligent Clearing Network (ICN) Adds Virginia Cargill to Advisory Board

The veteran industry executive adds considerable experience and expertise to the leading provider of promotion solutions

NEW CANAAN, Conn., Aug. 1, 2013 – Virginia Cargill, the highly-regarded industry 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.

Virginia Cargill has over 30 years of experience in consumer packaged goods, retail and in-store marketing, publishing and digital media as a client, service provider, and successful entrepreneur. Cargill is currently at Alerion Partners, a private equity firm in Darien, CT. There she is a Venture Partner and was most recently the start-up CEO of Health Focus Media, a specialty focused healthcare portfolio company now managed by HealthBridge, Inc. She specializes in digital media and marketing as well as strategic product development. Other companies where she has held positions include CBS Outernet, iVillage/NBC, News America Marketing/Actmedia, P&G and General Mills.

“Virginia Cargill brings a wide range of solid experience to our Advisory Board. We will benefit from her industry knowledge and insights,” said Gary Oakley, chairman and CEO of ICN.

Other members of the Advisory Board include: 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.