



FOR IMMEDIATE RELEASE

Richard Vorisek Associates Enters the Customer-Facing Innovative Mobile Technology Sector

RVA to provide business development services to Satisfi, a real-time mobile enterprise platform that enables businesses to instantly respond to customer feedback and solve problems while they are on-site or in-store

New York, New York -- October 2, 2014 – Richard Vorisek Associates (RVA), a New York-based consulting firm specializing in global retail, brand and business development, today announced a strategic financial investment in Satisfi (www.Satis.fi), a SaaS enterprise solution that enables customers to communicate directly with a business in real time while they are on-site or in-store. Negative customer reviews (online or otherwise) can be a thing of the past thanks to Satisfi. It gives customers a direct link to the associate that can address their needs, and gives businesses an opportunity to solve problems fast and save the customer relationship. Satisfi’s back-end analytics for subscribing businesses are also a data-rich resource to monitor trends and identify areas of strength and weakness in customer service. At the outset, RVA will focus their efforts on business development, linking Satisfi with leading companies and brands in the retail and hospitality sectors, among others.

“RVA is increasing our involvement in the smart technology sector, offering tactical advice, business development services, and in some cases, making strategic investments - especially when it involves solving customer problems at the point of sale,” said

Richard Vorisek, CEO of RVA. "Too often consumers leave empty-handed without being able to share their concerns and we believe that Satisfi will revolutionize the CRM landscape by creating real-time connectivity between a business and its customers. Businesses can now address a concern, save a relationship, contact a sales lead and/or reward a positive experience."

"The expertise that Richard Vorisek & RVA Associates brings to the table is invaluable as we expand Satisfi into new markets, introduce our solution to new brands, and expand into new international arenas," said David S. Montoya, CEO, Co-founder and Director of Satisfi. "As a partner, they can open doors and provide the type of strategic business development support for our leadership team that will enable us to realize our business goals and objectives."

About RICHARD VORISEK ASSOCIATES (RVA) <http://www.richardvorisek>

Founded in 2012 by Richard Vorisek, a prominent retail and brand executive, RVA is a business development firm focused on growing and supporting businesses in the retail, fashion, e-commerce and hospitality sectors. RVA's current clients range from designer brands, specialty and department store retailers, e-commerce entrepreneurs, global wine distributors, restaurants and private equity firms located throughout the U.S., China, Europe and Mexico.

About Satisfi <http://www.satis.fi>

Launched in 2014, Satisfi is a SaaS enterprise solution that enables customers to communicate directly with a business in real time while they are still in the establishment, leading to rapid resolution of requests and issues at the point of service. The app is free to consumers and offers a private, secure, real-time channel for dialogue that might otherwise play out publicly via online forums, review sites and social media. Business users receive rich, back-end analytics to monitor trends and identify areas of

strength and weakness in their customer service while their customers are on-site.

Contact:

Elisabeth Hinckley

Eah_pr@att.net