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**HOOTSUITE APPOINTS IAN WOLFMAN, CMO OF MEPLUSYOU,
TO ADVISORY BOARD**

Mr. Wolfman to serve as strategic advisor to organization.

DALLAS – June 5, 2012 – [HootSuite](#), makers of the market-leading social media management system, named Ian Wolfman, chief marketing officer of advertising agency [MEplusYOU](#) (formerly imc²) to its advisory board.

“We are very excited to have Ian join our advisory board. He has vast insight into the workings of brands and agencies and we are confident that he will help shape the direction of our brand as we continue to build out our vision of creating a platform that revolutionizes social communication.” said Ryan Holmes, HootSuite CEO and founder.

As an advisory board member, Mr. Wolfman will provide key strategic advisement to HootSuite’s executive leadership, increase market visibility, refer top talent to the organization, and introduce and integrate HootSuite to his affiliations in the industry.

“At MEplusYOU, we serve as trusted advisors to many of the world’s most admired brands, so it’s important that we keep our fingers on the pulse of the most impactful emerging marketing platforms,” said Mr. Wolfman. “HootSuite is one of those platforms, and is on track to become THE player in social media management, integration and analytics. So, it’s critical that industry leaders be able to tap into these sorts of technologies for their brands.”

Outside of MEplusYOU, Mr. Wolfman sits on various boards and committees, including The Academy of Short-Form Arts and Sciences, DMG’s ad:tech, iMedia, The American Diabetes Association and The CMO Club. Also, Ian is a professor of marketing at the MBA level for SMU’s Cox School of Business.

For more information about MEplusYOU, visit www.MEplusYOU.com or follow us [@MPYagency](#).

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About HootSuite Media, Inc:

HootSuite is a social media management system for businesses and organizations to execute collaborative campaigns across multiple social networks from one secure, web-based dashboard. Small, medium and large enterprise customers launch marketing campaigns, identify and grow audience, and distribute targeted messages using HootSuite's unique social media dashboard.

Across the globe, customers rely on HootSuite's flexible platform to invite multiple collaborators to manage social profiles securely and create custom reports using the comprehensive social analytics tools. Key social network integrations include Facebook, Twitter, LinkedIn, and Google+ Pages, among others, plus a suite of social content apps for MailChimp, YouTube, Flickr, Tumblr and more. For more information please visit www.hootsuite.com.

About MEplusYOU

MEplusYOU is a strategic and creative agency that believes authentic relationships fuel astonishing brands. In today's complex digitally and socially centered landscape, MEplusYOU's purpose-driven formula activates paid, owned, shared and earned media to produce breakthrough results. With offices in Dallas and New York, the agency's client portfolio spans many industries and includes companies such as Procter & Gamble, RadioShack, Louisville Slugger, MoneyGram, Samsung and Enterprise Rent-A-Car. For more information, visit www.MEplusYOU.com or follow [@MPYagency](https://twitter.com/MPYagency).