



## Creative Realities Announces a Channel Sales Program and a Key Industry Hire to Lead

August 24, 2023

LOUISVILLE, Ky., Aug. 24, 2023 (GLOBE NEWSWIRE) -- Digital signage and media solutions leader [Creative Realities, Inc.](#) (NASDAQ: CREX, CREXW) announced a new Channel Sales Program to complement the Company's direct enterprise sales efforts. The Company has formed a new Channel Sales Group and hired industry veteran Dave Petricig to lead the team as its Director of Channel Sales.

"The Company is now positioned, via best-in-class software products and capabilities, to continue our growth trajectory, by focusing on delivering solutions through a reseller channel. We have demonstrated terrific organic growth through our direct sales efforts and the establishment of a Channel Sales Program will complement that growth by expediting a new path to market for SaaS-based revenue," stated Rick Mills, CEO of Creative Realities. Mr. Mills continued, "Bringing onboard a seasoned veteran, such as Dave Petricig, will expedite market penetration and deliver immediate value to our channel partners. We believe our purpose-built digital signage software CMS platforms, ReflectView, and Clarity, as well as our AdLogic platform for advertising monetization, are extremely well positioned with desirable SaaS models to resell." Mr. Mills concluded, "We are committed to ensuring our end-to-end offering is available, user-ready, and supportable for all partners and customers in our space, with an exceptional end-user experience at a remarkably competitive price point."

Mr. Petricig comes with 25+ years of experience in delivering channel sales growth for Pro-AV and CMS Software in the Digital Signage space. He was most recently at PingHD where he doubled channel sales growth year-on-year during his four-year term. "I am committed to cultivating new relationships first and foremost and this is best done with a focus for understanding the software products and demonstrating their capabilities for the benefit of the customer," stated Mr. Petricig. He continued, "Because I've been at this for two plus decades, I'm able to bring insights to Creative Realities from channel partners to help inform pipeline development and differentiate us from competitors."

Mr. Petricig's deep relationships with manufacturers, along with a well-established network of channel partners within the QSR, Retail and Automotive industries, add additional layers of knowledge and skills that align to Creative Realities' corporate vertical strategy. "I'm all in and will assist in building our Channel Sales Program from the ground up to push growth for Creative Realities to new levels and dominate the landscape as a best-in-class solutions company."

*Dave Petricig began with Creative Realities on August 14, 2023 and brings with him credentials from the Digital Signage Federation, DSF Foundations certified plus micro-credential courses; Digital Signage Experts Group (DSEG): Digital Signage Certified Expert (DSCE), Digital Signage Display Expert (DSDE), Digital Content and Media Expert (DCME) and Digital Signage Sales Professional (DSSP)*

### **About Creative Realities, Inc.**

Creative Realities helps clients use the latest omnichannel technologies to inspire better customer experiences. CRI designs, develops, and deploys consumer experiences for high-end enterprise-level networks, and is actively providing recurring SaaS and support services across diverse vertical markets, including but not limited to automotive, advertising networks, apparel & accessories, convenience stores, food service/QSR, gaming, theater, and stadium venues.

### **Cautionary Note on Forward-Looking Statements**

This press release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, Section 21E of the Securities Exchange Act of 1934, as amended, and the Private Securities Litigation Reform Act of 1995, and includes, among other things, discussions of our business strategies, product releases, future operations and capital resources. Words such as "estimates," "projected," "expects," "anticipates," "forecasts," "plans," "intends," "believes," "seeks," "may," "will," "should," "future," "propose" and variations of these words or similar expressions (or the negative versions of such words or expressions) are intended to identify forward-looking statements. Forward-looking statements are not guarantees of future performance, conditions or results. They are based on the opinions, estimates and beliefs of management as of the date such statements are made, and they are subject to known and unknown risks, uncertainties, assumptions and other factors, many of which are outside of our control, that may cause the actual results, level of activity, performance or achievements to be materially different from those expressed or implied by such forward-looking statements. Some of these risks are discussed in the "Risk Factors" section contained in Item 1A of our Annual Report on Form 10-K for the year ended December 31, 2022 and in our Quarterly Report on Form 10-Q for the period ended June 30, 2023, and the Company's subsequent filings with the U.S. Securities and Exchange Commission. Important factors, among others, that may affect actual results or outcomes include: our ability to effectively integrate Reflect's business operations, our strategy for customer retention, growth, product development, market position, financial results and reserves, our ability to execute on our business plan, our ability to retain key personnel, our ability to remain listed on the Nasdaq Capital Market, our ability to realize the revenues included in our future guidance and backlog reports, the ability of the Company to continue as a going concern, potential litigation, supply chain shortages, and general economic and market conditions impacting demand for our products and services, including those as a result of the COVID-19 pandemic. Readers should not place undue reliance upon any forward-looking statements. We assume no obligation to update or revise the forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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