

EXHIBIT 1

(Press Release)

Blue Acorn Commerce & iCiDIGITAL CX Analytics Merge to Form Blue Acorn iCi

Immediately acquires BrandShop to pioneer first-of-its-kind Digital Customer Experience company for Fortune 1000 brands

NEWS PROVIDED BY

Blue Acorn iCi →

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NEW YORK, April 4, 2019 /PRNewswire/ -- **Blue**

Acorn (<https://blueacorn.com/>), a digital commerce UX design and strategy agency, announced today it has merged with data-driven marketing solutions provider, **iCiDIGITAL** (<https://www.icidigital.com/>).

The new firm, **Blue Acorn iCi** (<https://www.blueacornici.com/>), will be co-led by **Greg Boone** and **Kevin Eichelberger**, and brings together a 400-person team of world-class engineers, data scientists, digital commerce experts, designers, and strategists. Blue Acorn iCi's presence spans across the United States with offices in Charleston, Raleigh, New York, Toronto, Los Angeles, San Antonio and Shelton, CT.

Coinciding with the merger, Blue Acorn iCi has acquired **BrandShop**, a full-service direct-to-consumer commerce company that helps leading brands build, operate and grow their digital commerce channel utilizing a comprehensive suite of commerce services.

"We have partnered closely for several years, so we are excited to officially come together and create a new breed of company that is purpose-built to solve the unique challenges of brands seeking to win in a digital customer experience-first world," said **Greg Boone, Co-CEO of Blue Acorn iCi**. "Our combination of data-driven commerce expertise with the industry's best platform engineers in CX is rare."

Blue Acorn iCi carries more than a decade-long track record for utilizing data and analytics to design and build industry-leading digital content and commerce experiences for brands such as *Casper, Charter Communications, Gerber, Panera Bread, Ticketmaster* and others.

"Our approach allows us to deliver beautiful, iconic digital experiences, across any device and content medium," adds **Kevin Eichelberger, Co-CEO of Blue Acorn iCi**. "Everything we do is rooted in data and analytics, which

means continual testing and optimization and the know-how to create personalized experiences at scale."

Blue Acorn iCi was formed as part of the Beringer Capital Digital Experience Fund (<https://www.beringercapital.com/>).

"The data couldn't be more clear," said **Brian F. Martin, Vice Chairman and Managing Partner of Beringer Capital**. "The brands that are taking market share have shifted their marketing spend. They are investing in technology and building their own data-driven commerce channels where they have the power to manage the digital customer experience. Blue Acorn iCi is meeting the growing needs of brands that recognize this is mission critical and must further optimize every part of the digital customer experience from 'click to delivered.'"

About Blue Acorn iCi

Born from the minds of engineers, data scientists, digital commerce experts, designers, and strategists, Blue Acorn iCi is a leading independent digital customer experience company.

The company has unparalleled expertise - from building complex websites that need scale and platform integration, to transforming data into actionable insights, to helping brands operate and grow their digital commerce channel utilizing a comprehensive suite of commerce services.

Blue Acorn iCi helps clients expand their reach, accelerate sales and grow their business. Clients include Casper, Charter Communications, Gerber, Panera Bread, Ticketmaster and others.

The company has offices in Charleston, Raleigh, New York, Toronto, Los Angeles, San Antonio and Shelton, CT. Blue Acorn iCi is a portfolio company of the Beringer Capital Digital Experience Fund.

For more information, please visit: <https://www.blueacornici.com>.

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