

Contact:
Andrew Goss
Voxus Inc. (for Brandlive)
253.444.5446
agoss@voxuspr.com

Marmot, MasterCraft and REI to Speak About the Power of Live Online Social Video at Brandlive Customer Summit

Brandlive also announces Customer Advisory Board featuring executives from adidas, eBay, Pottery Barn and REI

PORTLAND, Ore. — Sept. 4, 2014 — [Brandlive](#), a real-time online video + social + commerce platform used by brands and retailers to showcase products, engage customers and spark sales, today announced that Ball® Brand Home Canning, Marmot, MasterCraft, REI and Rockwell Tools will present case studies at [Brandlive's inaugural Customer Summit](#). The event is being held Sept. 9 – 11, 2014 in Portland, Oregon.

At the summit, brand and retail attendees will learn how presenting companies have leveraged Brandlive's platform to enable a variety of go-to-market initiatives, including product training, marketing and ecommerce. Brandlive is a web-based live video product communication solution that enables a company's product experts to directly interact with their employees (e.g. Sales, Customer Service), channel partners, influencers and consumers.

“Since launching Brandlive, it's been rewarding to see our customers produce thousands of live events, resulting in more consistent product stories, reduced go-to-market expenses and increased conversion,” said Brandlive CEO Fritz Brumder. “As we draw near our 2,500th broadcast, we're excited for these customers to share their success stories with other brands and retailers who want to reduce the barrier between physical products and digital audiences, and between brick-and-mortar stores and ecommerce websites.”

Coinciding with the summit, Brandlive is also announcing the formation of its new Customer Advisory Board. Comprised of representatives from some of Brandlive's most influential clients, the advisory board recently collaborated with the company to discuss the future of retail and brainstorm new Brandlive product features that will further increase consumer conversion, activate influencers and lower internal product training costs. Board members include:

- Mike Gugat, Senior Sales Manager, adidas

- Doug Schmidt, Divisional Vice President, REI
- Peter Coles, Director, eBay
- Cathy Nelson, Creative eCom Director, Pottery Barn/Williams-Sonoma

About Brandlive, Inc.:

Brandlive, Inc. provides a cloud-based live video + social + commerce software platform embraced by major brands to conduct interactive online product training, marketing and ecommerce events. The innovative platform enables brands to scale their best product experts directly to global online audiences. Customers such as GoPro, eBay, Levi's, Rockwell Tools, Adidas and Nautilus use this solution to launch products, increase ecommerce sales, create innovative live marketing programs and conduct more cost-effective sales training. Brandlive, Inc. is based in Portland, Oregon and can be found at www.yourbrandlive.com.