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**Brandlive Appoints Veteran Digital Marketing and Commerce Executive
Steve Gehlen Vice President of Marketing**

Newest member of management team brings wealth of experience working in roles targeted by the company

Portland, OR—June 17, 2014—[Brandlive](#), a real-time online video + social platform for brands to showcase products, engage customers and spark sales, today announced the appointment of Steve Gehlen as its Vice President of Marketing. Gehlen has been the top digital marketing executive at companies such as Nike, Icebreaker Nature Clothing, Digimarc and HealthSparq.

“Every ecommerce executive is challenged with how to squeeze additional revenue from digital channels such as email, paid search and affiliate programs,” said Gehlen. “Brandlive adds a new channel to the digital mix that helps to drive customer engagement, education and transactions in a unique way. The platform effectively narrows the digital divide between a brand and its consumers. I look forward to growing what is already an impressive list of well-recognized companies using Brandlive.”

Prior to Brandlive, Gehlen was Director of Marketing at HealthSparq, a leading healthcare ecommerce software company. Gehlen is the founder of the non-profit Internet Strategy Forum, which became a national trade association under his leadership. He is also the co-founder and Board President of Keeping the Arts, a non-profit that raises money for K-12 arts education programs in Oregon.

“Steve has the experience to help Brandlive achieve critical mass with leading companies,” said Brandlive CEO Fritz Brumder. “We have a fast growing roster of premier brands embracing our platform and we are increasing that momentum. We believe that live interactive video with ecommerce and social media integration is going to be huge. Steve’s marketing and ecommerce experience makes him ideal for sharing our vision.”

About Brandlive, Inc.:

Brandlive, Inc. provides a cloud-based video + social software platform embraced by major brands to conduct live, interactive online product

demonstrations, training and commerce. The innovative platform enables brands to scale their best product experts and salespeople directly to a global online audience. Clients such as GoPro, eBay, Levi's, Rockwell Tools, Adidas and Nautilus use this solution to launch products, increase ecommerce sales, create innovative marketing programs and conduct better sales training. Brandlive, Inc. is based in Portland, Oregon and can be found at www.yourbrandlive.com