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**Primero Systems Promotes Members of Executive Team to Address
Growth, Market Needs**

**Software Developer Promotes Steve Press to President and German Porta to CTO;
Eyes Solution Expansion**

SAN DIEGO, Aug. 4, 2015 – In a move to support the continuing growth of the company, Primero Systems, Inc., today announced the promotions of Steve Press to president and German Porta to CTO. Both Press and Porta will play pivotal roles as the company looks to add marketing automation to its suite of world-class solutions – aligning itself with market trends and the needs of its customers.

For almost two decades now, Press has been instrumental in Primero's software development success, delivering operationally vital business systems and content management solutions. His responsibilities have encompassed the system design, development and resiliency of extensible, mission-critical customer applications. These customers include the U.S. Air Force, Millennium Health, Thermo Fisher Scientific, Hamilton Sundstrand, Carlson Wagonlit, General Atomics, and many others. His extraordinary technical leadership is manifest in system implementations that are robust and capable of high performance under heavy loads. As the principal designer of the company's commercial web CMS solution, Webtreepro, Press incorporated his extensive knowledge of digital marketing into the core architecture of this highly flexible platform. Over the past 10 years, Webtreepro has been successfully deployed by thousands of Primero customers and has proven to be an elegantly simple yet robust content management system. In his new role as president, Press will lead Primero forward by leveraging

the success of Webtreepro and incorporating lessons learned to spearhead the company's next solution – a comprehensive digital marketing suite.

Gary Saner, who retains his role as Primero's CEO, noted that, "Steve is the natural choice to lead Primero into the future. His dedication, ability and demonstrated performance capabilities have earned him the right to be president of the company. Steve embraces the Primero mindset of being problem solvers who are inspired to do more by the visions of our customers. He is the ideal person to design and implement Primero's marketing automation solution."

As Primero's system architect, leading SQL and Oracle database designer and systems engineer, German Porta has spent the past 17 years overseeing software development for the company and directing a team of 40 engineers. Porta is responsible for successfully initiating, growing and managing offshore custom software development for Primero, while also serving as general manager for Primero Systems operations in South America. As CTO, Porta will continue his focus on channeling the infinite power of software to turn visions into reality for Primero's customers, and delivering top-tier, cost-effective products and services.

"Promoting Steve and German is just the first step as we expand our executive team to keep pace with our steady growth as a company," Saner added. "We are forward-thinking by nature and strive to stay ahead of where the market is going – and what our customers are looking for. We only succeed when our clients succeed."

For more information, please visit www.primerosystems.com.

About Primero Systems

Primero Systems, Inc. brings people, processes, content and ideas together to produce better business experiences. For more than 20 years, Primero has been helping businesses achieve their goals and their potential through the infinite capabilities of software. From their Webtreepro content management system to their mission-critical, enterprise-grade custom software, Primero solutions improve efficiency, accuracy and contribute to the bottom line. Headquartered in San Diego, Primero serves a broad array of markets from healthcare to franchise, travel and countless others. Follow Primero on [Twitter](#) and [Google+](#), like them on [Facebook](#) or connect with them on [LinkedIn](#).