



Press Release

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CLICK RAIN ACQUIRES LEMONLY

Digital Marketing Companies Join Forces to Offer More to Employees & Clients

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Click Rain, the largest digital agency in the Dakotas, announced today that it has acquired Lemonly, the country's leading visual content firm. The purchase of the company supports Click Rain's strategy to deliver the highest quality digital marketing solutions to its clients and be the employer of choice in the markets it serves.

"While Click Rain provides more broad digital services to many strong regional brands, Lemonly's specialized work in the visual content arena has allowed them to attract an impressive client roster from around the country. Combining forces will allow us each to offer more to our valued clients and ultimately make them more successful," said Natalie Eisenberg, Click Rain CEO.

Together, the two companies will offer a wider range of services including:

- ▶ Web Design & Development
- ▶ Marketing & Media Strategy
- ▶ Creative & Visual Storytelling
- ▶ Location Marketing Management

Since their founding, both Click Rain and Lemonly have become known as champions for positive workplace culture. "From the start of our conversations, it was clear that our companies are culturally aligned. We both make our people our first priority and I am confident that will certainly continue," said John Meyer, Co-Founder & CEO of Lemonly.

Logistically, Click Rain and Lemonly will operate as sister companies, while sharing leadership and administrative resources as appropriate. Meyer will continue to serve as CEO of Lemonly and sit on the combined executive team of the organization through 2021.

Eisenberg adds that the acquisition is a growth strategy for Click Rain ownership. "We can only grow so much incrementally. This investment will boost our brands, expand our services, and broaden our reach, allowing our collective powerhouse team to flourish as our companies grow."

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