

Rise Interactive Among Top 3 Percent of U.S. Agency Partners for Digital Campaign Performance

Renewed Industry Partnerships with Microsoft and Google validate breadth and depth of Rise expertise

Chicago, IL – Rise Interactive, a Quad company, has once again been recognized as one of the top digital agency partners by achieving the highest tier of recognition offered by Microsoft and Google: the Microsoft Elite Agency Partnership and the Google Premier Partnership. Being named a Premier Google Partner puts Rise in the top 3% of agency partners in the nation.

Microsoft's Advertising Partner Program and Google's Partner Program award priority to the most qualified agencies and companies in advertising. To be accepted into these programs, applicants must meet strict requirements for demonstrated skill, level of certification, sustained growth, and more. As part of the select group of top-tier partners, Rise Interactive gets exclusive access to a range of benefits including dedicated customer support lines, invite-only executive experiences, priority access to product betas, and advanced training.

"I'm so proud of Risers everywhere, whose hard work and commitment have put us in a position to receive such prestigious recognition from Microsoft and Google," said Rise Interactive's CEO, Larry Fisher. "These achievements reaffirm the promise we make to our clients every day about the success and growth delivered with a well-tuned, data-driven strategy. Working in tight partnership with these indisputable market leaders is an honor and gives us the tools and leverage to continue pushing the boundaries in digital marketing for our clients."

Since 2021, both Microsoft and Google have become increasingly selective about which partners receive these acclamations. For example, Microsoft Elite Agency Partners must show as much as 50% higher adoption of Microsoft's latest features compared to peers annually, and Google Premier Partners must demonstrate growth in the Google Product Mix beyond Search. These partnerships recognize Rise as among the most capable of maximizing campaign success for its clients and driving growth.

About Rise

Recognized as one of the top performance marketing agencies in the world, Rise Interactive uses its proprietary approach to full-service digital marketing and multi-channel strategy, Interactive Investment Management®, to help clients

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make better decisions on how to invest their marketing resources to drive the greatest returns. Rise is a strategic partner, helping leading brands like ULTA Beauty, Stanley Steemer, Nicklaus Children's Hospital and others use data to make smarter marketing investments and create more relevant experiences for their customers. For more information, visit riseinteractive.com.

About Quad

Quad (NYSE: QUAD) is a global marketing experience company that gives brands a more streamlined, impactful, flexible and frictionless way to go to market and reach consumers. Quad's strategic priorities are powered by three key competitive advantages that include integrated marketing platform excellence, ongoing innovation, and culture and social purpose. The company's integrated marketing platform is powered by a set of core specialties including strategy and consulting, data and analytics, technology solutions, media services, creative and content solutions, and managed services.

Serving more than 2,900 clients, Quad has approximately 15,000 people working in 14 countries around the world.

Please visit quad.com for more information.

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