



**FOR IMMEDIATE RELEASE**

## Rise Interactive Makes Search-Marketing History with First-Ever Perfect Score at 2018 Search Engine Land Awards

Quad/Graphics' Digital Marketing Agency Recognized for Search Marketing Expertise; Named Agency of the Year in Large Agency SEM Category

Rise Interactive Also Makes Repeat Appearance on Crain's Chicago Business Fast 50

SUSSEX, WI, June 26, 2018 — Rise Interactive (“Rise”), one of the fastest-growing digital marketing agencies in the world majority owned by Quad/Graphics (NYSE: QUAD) (“Quad”), made search marketing history with the first-ever perfect score for its entry at the 2018 Search Engine Land Awards. The awards, which recognize top performers in the SEO and SEM communities, were announced earlier this month at the SMX Advanced Conference in Seattle. Rise Interactive won Best Retail Search Marketing Initiative and was also named Agency of the Year in the Large Agency SEM category.

“It is such an honor for Rise to be recognized by Search Engine Land as SEM Agency of the Year,” said Jon Morris, Founder and CEO of Rise Interactive. “This acknowledgement affirms that Rise is delivering truly cutting-edge search strategies that drive business outcomes for our clients. Search will continue to be a channel that we invest heavily in to innovate and differentiate our service offering and solutions.”

Quad/Graphics, a leading marketing solutions provider, has long worked with Rise to orchestrate complex, cross-media programs that give marketers improved predictability and control over the variables that drive consumer response. Quad acquired a non-controlling interest in Rise in July 2016, and a majority ownership stake in March 2018 as part of its ongoing transformation.

“Rise has an extraordinary roster of talent and technology, and we are elated to see our digital marketing agency recognized so prominently for its expertise,” said Joel Quadracci, Chairman, President & CEO of Quad/Graphics. “Together with Rise we are helping our clients reduce complexity while increasing the efficiency and effectiveness of their marketing efforts. We have the ability to delivery highly relevant, consistent messages – at scale – to consumers across digital and print channels. This supports Quad’s long-standing objective to create a better way for our clients.”

The Search Engine Land awards are among a long list of honors Rise has earned in recent history. Other awards include recognition in the 2017 Forrester Wave Search Marketing Agencies Report as a Strong Performer and the 2018 Crain’s Chicago Best Places to Work list.

**Crain’s Chicago Business Fast 50**

In other news, Crain's Chicago Business ranked Rise the 43rd fastest-growing company on its annual Fast 50 list, released last week. "This is our third consecutive year on the list, and we remain grateful to our clients who drive our success," Morris said. "We feel fortunate to continue to serve some of the most admired brands in the world, and look forward to even more growth in the coming years."

Crain's vetted 125 applications to find this year's Fast 50. Rise Interactive is only one of nine companies to make three or more consecutive appearances on the list. For the full list of the 2018 *Crain's Chicago Business* Fast 50, visit <http://www.chicagobusiness.com/section/fast-50>.

## **Forward-Looking Statements**

This press release contains certain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements include statements regarding, among other things, our current expectations about the Company's future results, financial condition, revenue, earnings, free cash flow, margins, objectives, goals, strategies, beliefs, intentions, plans, estimates, prospects, projections and outlook of the Company and can generally be identified by the use of words or phrases such as "may," "will," "expect," "intend," "estimate," "anticipate," "plan," "foresee," "project," "believe," "continue" or the negatives of these terms, variations on them and other similar expressions. These forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause actual results to be materially different from those expressed in or implied by such forward-looking statements. Forward-looking statements are based largely on the Company's expectations and judgments and are subject to a number of risks and uncertainties, many of which are unforeseeable and beyond our control.

The factors that could cause actual results to materially differ include, among others: the impact of decreasing demand for printed materials and significant overcapacity in the highly competitive commercial printing industry creates downward pricing pressures and potential underutilization of assets; the impact of electronic media and similar technological changes, including digital substitution by consumers; the inability of the Company to reduce costs and improve operating efficiency rapidly enough to meet market conditions; the impact of changing future economic conditions; the failure of clients to perform under contracts or to renew contracts with clients on favorable terms or at all; the impact of increased business complexity as a result of the Company's transformation into a marketing solutions provider; the impact of regulatory matters and legislative developments or changes in laws, including changes in cyber-security, privacy and environmental laws; the impact of fluctuations in costs (including labor and labor-related costs, energy costs, freight rates and raw materials) and the impact of fluctuations in the availability of raw materials; the failure to attract and retain qualified production personnel; the impact of changes in postal rates, service levels or regulations; the fragility and decline in overall distribution channels, including newspaper distribution channels; the failure to successfully identify, manage, complete and integrate acquisitions and investments; the impact of risks associated with the operations outside of the United States, including costs incurred or reputational damage suffered due to improper conduct of its employees, contractors or agents; significant capital expenditures may be needed to maintain the Company's platform and processes and to remain technologically and economically competitive; the impact of the various restrictive covenants in the Company's debt facilities on the Company's ability to operate its business; the impact on the holders of Quad/Graphics class A common stock of a limited active market for such shares and the inability to independently elect directors or control decisions due to the voting power of the class B common stock; the impact of an other than temporary decline in operating results and enterprise value that could lead to non-cash impairment charges due to the impairment of property, plant and equipment and other intangible assets; and the other risk factors identified in the Company's most recent Annual Report on Form 10-K, as such may be amended or supplemented by subsequent Quarterly Reports on Form 10-Q or other reports filed with the Securities and Exchange Commission.

Except to the extent required by the federal securities laws, the Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

### **About Quad/Graphics**

Quad/Graphics (NYSE:QUAD) is a leading marketing solutions provider. The Company leverages its strong print foundation as part of a much larger, robust integrated marketing platform that helps marketers and content creators improve the efficiency and effectiveness of their marketing spend across offline and online media channels. With a consultative approach, worldwide capabilities, leading-edge technology and single-source simplicity, Quad has the resources and knowledge to help a wide variety of clients in multiple vertical industries, including retail, publishing and healthcare. Quad provides a diverse range of digital and print and related products, services and solutions from multiple locations throughout North America, South America and Europe, and strategic partnerships in Asia and other parts of the world. For additional information visit [www.QG.com](http://www.QG.com).

### **About Rise Interactive**

Rise Interactive is a digital marketing agency specializing in media, analytics and customer experience. The agency's proprietary Interactive Investment Management® approach uniquely helps clients see, shape and act on opportunities across the entire digital landscape. Rise is a strategic partner, helping leading brands like ULTA Beauty, Atkins Nutritionals and others make smarter marketing investment decisions and create more relevant experiences for their customers. For more information, visit [www.riseinteractive.com](http://www.riseinteractive.com) or follow the company on Twitter @riseinteractive.

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