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Fast Square 9 Facts

- Founded in 2006 in the historic 9th Square District of New Haven, CT
- Established leader in software solutions, built on cutting-edge technologies
- Our mission is to drive cost-effective efficiency and productivity across all business applications
- Over 13.5K global installations, with 360 reseller channel partners
- 865% growth over a five year period
- 5 year CAGR is 76.2%, more than 15 times the industry standard
- Award winning history
 - 5 star 2015 BLI rating
 - #1 fastest growing software co. in Connecticut by CTC
 - #1 fastest growing urban software co. by ICIC
 - #1225 fastest-growing company in America on Inc. 5000 list

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Square 9® Unveils New Corporate Branding Strategy, Signifies Continued Innovation as Leader in Enterprise Content Management

Marking its 9th Year in Business, Square 9 Softworks Introduces New Brand Identity

NEW HAVEN, CONN., June 26, 2015 – Square 9 Softworks, the leading developer of award-winning business process automation solutions, today unveiled a new brand identity, represented by the introduction of an ultramodern corporate logo, symbolizing the company's growth and transformation over its nine year history. The launch of Square 9's new logo kicks-off an innovative era, as the company speaks to their status in the Enterprise Content Management community – progressive, dynamic, modern and knowledgeable.

"Our objective has always been to be well ahead of the curve in a rapidly changing industry. Our new brand identity appropriately illustrates not only how much Square 9 has evolved but also where we are headed," said President & CEO, Stephen Young. "It's not enough to just build great software solutions, we need to meet the evolving needs of our clients through an innovative partnership geared towards success. While we continue to embody the highly responsive, customer-focused mindset of the Square 9 culture, we've also modernized our brand to adapt with the direction of our industry and complement the advanced technology driving our next-generation of solutions."

As a redefinition of the Square 9 identity, the new brand design implies strong messaging that resonates with customers by communicating a clean, high-end, yet unique feel. For this brand restructure, Square 9 chose bold, simplistic colors that create a modern and inviting atmosphere, without deviating too far from their original identity. As the industry progresses, Square 9 has shifted to a holistic approach – simplifying business, simplifying life – contributing to the overall growth and success of businesses, so difference makers can spend more time doing the things that matter most.

"Our new brand identity is designed to visually and symbolically express Square 9 in a modernized look and feel," said Square 9 Product Marketing Manager, Ethan Voltolini. "It aims to demonstrate what we stand for, our tag line, our promise, positioning statement and more significantly, our connection with customers. We are proud to announce the launch of a new logo as part of the ongoing evolution of our company's brand."

With the great success Square 9 has achieved in its first nine years of operations, between nationally recognized revenue growth, exponential staffing changes and a highly anticipated move to a new corporate headquarters, the company is undoubtedly poised for an exciting new era. With these changes comes opportunity, as Square 9's new identity communicates an updated expression, capturing the company's story with the resulting brand that reflects the organization's thriving transformation as a pioneer in business process automation.

Square 9's new corporate brand is a symbol of promise and just one of many exciting new developments to come. The company's world-class Marketing team is working to make this transformation as seamless as possible for Square 9's committed channel of international Resellers. For OEM Partners and Channel Resellers looking for more information on accessing the new logo files, contact marketing@square-9.com.

About Square 9 Softworks:

Square 9 Softworks is an award winning developer of scanning and document control solutions that enables its customers to become more efficient, streamlined and cost-effective through a virtually paperless office environment. With the rapidly evolving needs of the business community, Square 9 helps organizations of all sizes to get control of their paper intensive processes with solutions for document workflow and mobile document delivery.

Square 9 distributes its solutions internationally through a network of highly skilled channel partners from its corporate offices in New Haven, Connecticut. For further information, visit www.square-9.com.