



Amazon Names Catapult a Trusted Creative Partner
Agency joins select list of those authorized to design digital creative specifically for Amazon's eCommerce platform

Westport, Conn. August 11, 2015 — Catapult has been selected as a Trusted Creative Partner for Amazon Media Group. As such, Catapult now has the ability to independently conceive, develop, and deliver creative executions for Amazon-specific media campaigns across Amazon.com, Amazon's mobile shopping app and sites, and Fire tablets with Special Offers. The joint goal of the program is to continually develop more relevant e-commerce content for shoppers while also driving conversion for Catapult's clients.

According to Angela Edwards, VP of Marketing and Client Services at **Catapult eCommerce**, "This is a great enhancement to our digital and e-commerce offering. We look forward to working closely with Amazon's design team to develop best in class programs to optimize our clients' presence across Amazon properties. This collaboration strengthens our ability to guide our clients through the constantly evolving digital and e-commerce landscape."

Brian Cohen, EVP & Head of Digital Integration at Catapult adds "We're thrilled that our relationship with Amazon continues to grow to the benefit of both of our customers. E-commerce is one of the fastest growing disciplines for Catapult, further reinforcing our leadership in digital and retailer-centric programs."

About Catapult

Catapult is a conversion marketing agency, where branding and buying are part of a total solution. We can do this because like any good agency, we understand consumers. But we also know what drives purchase behaviors, and the hard realities of retail and transactional channels, where brands must win. Our data-driven approach identifies the core, actionable insights that inspire brilliant creative with the power to convert consumers into shoppers, shoppers into buyers, and buyers into loyal advocates. Headquartered in Westport, CT, Catapult leverages the expertise of more than 350 employees across 12 offices located near the HQ offices of major retailers across the U.S., and globally.

Catapult is an independent subsidiary of Epsilon. Visit us at <http://www.catapultmarketing.com>, follow us on Twitter [@CatapultMktg](https://twitter.com/CatapultMktg) or call 1.203.682.4000.

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