

## **Quadrant 4 System Corporation Appoints Raghu Bala as President**

ROLLING MEADOWS, Ill., May 2, 2014 (GLOBE NEWSWIRE) -- Quadrant 4 System Corporation (OTCQB:QFOR) ("Quadrant 4") is pleased to announce the appointment of Raghu Bala as President of Quadrant 4 with direct responsibility for its Media business unit.

Bala joins a talented management team with industry veterans that include visionaries and technologists. These key principals bring a cumulative ten decades of relevant industry experience.

Dr. Nandu Thondavadi, CEO of Quadrant 4, stated: "We are delighted and fortunate to have Raghu Bala join Quadrant 4. Raghu is a seasoned executive with significant experience in building and managing organizations while developing and executing their strategic plans. He is ideally qualified to help lead Quadrant 4 and drive innovation in these critical next stages of our growth and expansion."

Bala joins Quadrant 4 from Source Interlink Media where he served as Chief Technology Officer. Prior to that he held various executive roles at Yahoo! and Infospace. At Source Interlink Media, Bala ran the Automotive Digital division which included operations for large automotive brands including Motortrend, Automobile, HotRod, Import Tuner and 50 others. Bala is an experienced executive, with over 25 years in the technology industry, with strong strategic, management, operational, and technical skills. He brings significant domain knowledge in the media sector including internet search, yellow pages, online advertising, traffic monetization, and middleware, among others. He is a published author, accomplished entrepreneur, and speaker on a broad range of technology topics. Bala received his MBA in Finance from Wharton and has a Master's degree in Computer Science, and Bachelor's degrees in Math and Computer Science.

"I am honored to join the team at Quadrant 4 and help transform the company during its next stage of development, innovation, and growth. Q4's Media group is a vanguard in the Platform-as-a-Service (PaaS) space for Media & Publishing and on the cusp of some exciting new developments which will solidify its market leadership position. I look forward to be part of the team that will elevate the company to the next level," said Bala.

### **About Quadrant 4 System Corporation**

Quadrant 4 System Corporation is a leading provider of SMAC (social media, mobility, analytics and cloud computing) technology platforms, solutions and services to companies in the Media, Retail, and Healthcare sectors. With over 1,000 associates around the globe, Quadrant 4 services over 150 companies worldwide. More information about Quadrant 4 can be found at <http://www.qfor.com>.

### **About Source Interlink Media**

**Source Interlink Media** (Source Interlink Media, LLC) is the premier source of special interest media in the United States. With 70+ publications, 100+ websites, 800 branded products, 50+

events, TV and radio programs, and mobile device applications Source Interlink Media (SIM) is the largest provider of content to enthusiast communities interested in consumer and performance automotive, action sports, marine, home technology and other niche activities. The Division's strategy is to wholly focus on targeted audiences by leveraging and expanding upon its core market-leading brands through a multi-platform media approach.

<http://www.sourceinterlink.com>

### **Forward-Looking Statements**

This release contains forward-looking statements, which are subject to the inherent uncertainties in predicting future results and conditions. Any statements that are not statements of historical fact should be considered to be forward-looking statements. Certain factors could cause actual results and conditions to differ materially from those projected in such forward-looking statements. We do not undertake any obligation to release publicly revised or updated forward-looking information, and such information included in this release is based on information currently available and may not be reliable after this date.

CONTACT: Investor Relations  
Mike Bowdoin  
RedChip Companies  
Phone: 800.733.2447, ext. 110  
Email: [mike@redchip.com](mailto:mike@redchip.com)