

Quadrant 4 Announces the Launch of Its New Cloud-Based Media Platform - qBLITZ

ROLLING MEADOWS, Ill., Sept. 9, 2014 (GLOBE NEWSWIRE) -- Quadrant 4 System Corp. (OTCQB:QFOR) ("Quadrant 4") announces the launch of its qBLITZ cloud platform for the media and publishing industries.

qBLITZ is a first-of-its kind highly-scalable cloud-based platform targeting high-traffic digital properties with footprints on web, mobile, and social. The unique proprietary platform tackles three key aspects of digital media, including core services around content authoring, storage, rights, and publishing; audience engagement through social modules; and monetization tools.

Raghu Bala, President of Quadrant 4 Media, stated: "The media and publishing industry is going through an inflection point with changing consumer habits as a result of a proliferation of new devices, affordable mobile broadband plans, and changing content consumption patterns. These disruptive changes offer tremendous opportunities for innovation. The qBLITZ platform is one such innovation and enables media companies to attain a broad range of capabilities in digital distribution while containing costs through shared services."

The platform is offered in the form of a PaaS (Platform-As-A-Service) recurring revenue model coupled with a retainer model for Professional Services. The platform will be dynamic and scalable to meet the changing needs of media and publishing companies so they can achieve higher efficiencies while improving audience engagement.

Quadrant 4 estimates its Media PaaS segment will be a \$100 million business for the Company within 3 to 5 years, while the overall market is anticipated to reach several billion dollars as media companies focus on their core competencies of content creation, using cloud platforms such as qBLITZ for digital content delivery to audiences on a multitude of devices, operating systems, and form factors.

Dr. Nandu Thondavadi, CEO of Quadrant 4, stated: "We are very excited about the launch of qBLITZ, our cloud-based platform for media & publishing, as it further validates our expertise in building powerful digital services that utilize Social, Mobile, Analytical, Cloud (SMAC) functionality. For Quadrant 4, qBLITZ represents non-linear revenue potential in media in line with our other platform offerings in Healthcare (qHIX) and Retail (qSKU)."

The core services include many of the staple needs such as CMS, DRM, DAM, Video management, Enterprise Search, Taxonomy Management, Tagging and more. In addition, it supports multiple form factors and devices including smartphones, tablets, connectedTV and more. What sets qBLITZ apart from its competitors is its ability to track and measure audience engagement, capture usage metrics, link such metrics into a Big Data infrastructure, perform predictive analytics and generate recommendations for content editors while being able to personalize the media experience for consumers.

About Quadrant 4 Systems Corporation

Quadrant 4 (TICKER: QFOR) is a SMAC (Social, Mobile, Analytics and Cloud) technology company offering state-of-the art PaaS (Platform as a Service) solutions in Healthcare (qHIX), Media (qBLITZ) and Retail (qSKU). Quadrant 4's highly scalable vertical cloud platforms coupled with our Global Professional Services organization provide our clients with a competitive advantage in the marketplace.

More information about Q4 Systems can be found at <http://www.qfor.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.

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