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***Fuse Alliance Unveils Next Generation Website and
Proprietary Online Member Dashboard***

Laguna Niguel, CA [March 10, 2015] – Fuse Alliance, a member-owned organization of professional, commercial flooring contractors, unveiled a next generation public facing website and proprietary online member dashboard. As a national and international organization, a dynamic and robust online presence that responds to new technologies, business needs and stellar marketing is an important aspect for the business as it pertains to the organization's growth model. The website is the main organization initiative for 2015 and part of Fuse Alliance's overall marketing strategy, which includes dynamic marketing campaigns, social marketing and a strong influence on member and supplier engagement. The new website was unveiled to Fuse Alliance members during the organization's Annual Conference in Las Vegas, Nevada at the Hard Rock Hotel & Casino.

"Our new member dashboard and website illustrates how vested we are in our members and we're thrilled that we have successfully integrated new technology with our overall brand and business strategies," said Geoff Gordon, executive director of Fuse Alliance. "Through our new website - and more effective online tools - we will connect, communicate and share relevant information in real-time, reaching our current members and engaging new ones."

Fuse Alliance's new website will act as the network's new *home base*, establishing a sound presence for its members that includes an intuitive dashboard called Fuse Link. Fuse Link, available to members only, offers robust financial reporting, calendaring, social media integration, a member forum for members to connect and share best practices and other pertinent business tools all while being the *Go-To* network in the commercial flooring industry. Additionally, the

website will link to the organization's online learning system, Fuse University, and will include onsite training opportunities for its members focused not only on the new dashboard, but on personal development and CEUs.

The organization's marketing initiatives are evident in the next generation design, public facing website and Fuse Link, bridging the gap between brand awareness, member engagement and the connection with the commercial flooring industry as a whole.

"Now, more than ever, our marketing and digital marketing strategies are fully integrated," said Ron Lee, chief operating officer at Fuse Alliance. "We are committed to connecting and supporting our members and suppliers and having a new online home base will be the foundation that builds the flooring industry's *Go-To* network."

About Fuse Alliance

Fuse Alliance is a member-owned organization of professional, commercial flooring contractors. With more than 70 companies in over 140 locations across the United States and Canada, the organization's member businesses represent approximately \$1.2 billion in sales and services. Fuse Alliance is made up of a unique network of flooring experts with a combined experience that spans across flooring product knowledge, installation expertise, and a keen understanding of meeting the environmental requirements of today's market. Fuse Alliance's governing body is an executive Board of Directors made up of 12 member business owners. Through its member network, Fuse Alliance is dedicated to serving the North American market and member businesses can be found throughout the United States and Canada.

For more information, please visit: www.fusealliance.com

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