

INTERPROSE

RELENTLESS INNOVATION®

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INTERPROSE REFRESHES BRAND AND RENAMES FLAGSHIP PRODUCT

“WebAR” is now “ACE” to reflect full capabilities of software platform

Vancouver, WA, October 25, 2017– InterProse, a software company specializing in Software as a Service for the debt recovery market, implemented a rebrand strategy October 1, 2017 to consolidate messaging among all external communication channels. Changes included a logo refresh, full website revision, and the renaming of WebAR, the primary software solution InterProse provides its customers.

For the remainder of the year, “WebAR” will be referred to as “WebAR ACE”. Starting January 1, 2018, “ACE” will replace all references to WebAR.

“InterProse prides itself on its culture of ‘relentless innovation’, and we have been continually evolving WebAR for a decade. We realized that WebAR was not just an accounts receivable application, but had become an advanced collections environment with capabilities to easily adapt to 21st century challenges and opportunities. We decided to update the product name and transform our website and logo to communicate to a broader market of prospective customers.”

-Matthew Hill, President & CEO

The InterProse website redesign was done to streamline visitor access to product benefits and features and establish InterProse as a premium content provider within the debt recovery market. New market education takes in the form of [eGuides](#), eBooks and blog posts ([subscribe here](#)), all tied into multiple social media channels: [LinkedIn](#), [Twitter](#), and [Facebook](#).

About InterProse

InterProse is software company serving the debt recovery market with a web-based, open-platform software solution to facilitate debt recovery efforts. Specializing in efficiency through process automations and capable of integrating various third-party technologies to keep pace with modern

advancements, InterProse continually upgrades the platform at no charge to its customers and strives to be the most flexible, modern solution available for its target markets of third party debt collections and original credit grantors.

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