

M-Dot Network Appoints David Diamond to Board of Advisors *Retail Technology Veteran David Diamond Joins M-Dot Network*

ERIE, Pa. – [M-Dot Network](#), a digital incentive processor that enables retailers to issue and redeem mobile and digital coupons, today announced that it has appointed retail technology industry veteran [David Diamond](#) to its Board of Advisors.

“We are proud to have David join our Board of Advisors,” said [Bill Catania](#), CEO of M-Dot Network. “Adding his experience to the wealth of skills and collective knowledge of our Board of Advisors gives us every opportunity to capitalize on the retail technology market.”

Diamond is the President of David Diamond Associates in New York, NY. David Diamond Associates is a strategic marketing consulting firm with clients in the packaged goods, retail and marketing services industries. Diamond previously worked in emerging media and promotion as President of Emerging Businesses at Catalina Marketing, as CEO of Lamaze Publishing and as SVP of ActMedia. Prior to joining ActMedia, he worked in packaged goods marketing at Procter and Gamble and Oral Research Laboratories. Diamond combines a deep knowledge of package goods and marketing services with a keen understanding of today's evolving retail marketplace.

“David’s experience within the retail and marketing services industry and his executive level positions will prove invaluable in helping to guide the M-Dot Network management team as we pursue the growth opportunities that lie ahead of us,” comments Catania.

Diamond’s education includes an MBA from Columbia University and a BA from Carleton College. For more information about David Diamond and the rest of the team at [M-Dot Network](#) visit the company’s web site at www.mdotnetwork.com.

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About M-Dot Network

[M-Dot Network](#) is a digital incentive processor that enables retailers to issue and redeem digital coupons and incentives in real-time while utilizing their existing in-store technology infrastructure. M-Dot Network provides secure transaction processing treating digital coupons and incentives similarly to currency. The company is headquartered in Erie, Pennsylvania with its engineering operations based in the Tampa/St. Petersburg, Florida region. For more information visit www.mdotnetwork.com.