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FOR IMMEDIATE RELEASE

Forum Analytics Announces Partnership with StreetLight Data

CHICAGO, IL– July 27, 2015 -- Forum Analytics, LLC, the Chicago-based provider of business intelligence solutions for enterprise real estate planning, and StreetLight Data, supplier of analytics and insights derived from anonymous mobile devices measuring consumer mobility patterns, announced today they have entered into a partnership. Forum's comprehensive suite of analytic solutions, combined with Streetlight's consumer mobility patterns, will allow end users to gain new insights to enhance their strategic initiatives.

Through their pioneering approach to the use of location data, StreetLight makes it easy to incorporate transportation and mobility behavior into decision making. "Using StreetLight InSight® in conjunction with Forum's expertise and tools will greatly expand our clients' ability to incorporate our analytics into their key decision making processes. We expect our collaboration with an industry expert like Forum to generate ideas for new, innovative ways to use massive mobile data for real estate," said Laura Schewel, CEO of StreetLight Data.

SIMMS Online is the proprietary web-based mapping and modeling platform from Forum Analytics, creating actionable analytics for real estate planning. By integrating StreetLight's insights with SIMMS Online, Forum Analytics can elevate each customized client solution to new levels, helping real estate planning professionals make more informed decisions. "Having spent the past nine months evaluating all the vendors in this massive mobile data space, we feel like we found a true best-in-class data provider in StreetLight," said Paul Sill, Founder and Chief Executive Officer of Forum Analytics. "The unique structure of our partnership will afford our clients real-time access to Streetlight's massive consumer mobility database from within our SIMMS Online platform. When coupled with our powerful predictive forecasting engines, this data will ensure our clients are making the most informed, data-driven decisions possible related to their brick and mortar real estate, assortment planning, and marketing strategies."

To learn more about the Forum Analytics and StreetLight Data partnership and how it can augment your strategic planning, schedule a webinar today or attend the Forum Analytics Research and Client Symposium August 10th -12th in Chicago. Email info@forumanalytics.com for information on attending.

About Forum Analytics, LLC

FORUM ANALYTICS, LLC has been serving the franchise and retail industries since 2001 and was established with a singular vision: create mission-critical analytics powered by advanced modeling and mapping tools, turning data into powerful business intelligence. Forum Analytics empowers over 80 global retail and restaurant organizations operating over 100,000 commercial properties world-wide to maximize the value of internal data assets, deploy accurate, data-driven solutions for enhanced decision making, and integrate data resources to simplify and increase internal collaboration. Forum's clients include Verizon Wireless, TGI Fridays, ACE Hardware, Domino's and CKE Group, Inc. among many others. For more information, please visit www.forumanalytics.com or connect with us: LinkedIn | Twitter | Facebook

About StreetLight Data

StreetLight Data delivers next-generation geospatial business intelligence derived from massive mobile data analytics to support critical decisions and improve return on investment in marketing, site selection, and city planning. StreetLight's dynamic, empirical, site and road specific analytics provide new insights into how people commute, shop and travel in the real world. StreetLight's InSight® product suite is powered by the company's proprietary RouteScience® technology. To learn more, visit: www.streetlightdata.com.