



## **IRON Solutions Names Hal Hassall Chief Marketing Officer**

(Franklin, Tennessee – May 18, 2010) – IRON Solutions Inc. today announced that Hal Hassall has been named senior vice president and chief marketing officer. He will provide leadership and management of the company's marketing organization and activities worldwide including: branding and corporate marketing, partner/channel and product marketing, product management and growth of the company's media business units.

Hassall's experience delivering results at the convergence of media and marketing is an ideal match for IRON Solutions, said CEO Darwin Melnyk. "B2B buyers in our industry are undergoing a transformation as B2C marketing methods crossover with digital and social media. This creates new opportunities for buyer engagements and new patterns of digital buying. Hal brings a proven track record of experience in new marketing approaches for both markets to help ensure that IRON Solutions continues to lead our industry in this transformation."

"IRON Solutions is already a leader in integrating data, software and digital media," Hassall says. "Information is no longer about broadcasting a message from the few to the many. It's now a two-way conversation among the many and about making data, applications and services accessible anywhere, anytime. We are using digital media and cloud computing to revolutionize the equipment industry.

Prior to joining IRON Solutions, Hassall was vice president of marketing services for echo, a division of Ticketmaster Entertainment, and director of convergence for MTV Networks' CMT Digital Media and Music Group. He holds a Master's of Business Administration degree in marketing and statistics from the Univ. of Tennessee-Knoxville.

### **About IRON Solutions Inc.**

IRON Solutions, Inc., [www.iron solutions.com](http://www.iron solutions.com), is the leading source of used and new equipment information and customer and equipment lifecycle management services for the agricultural, industrial and outdoor power equipment industries. IRON Solutions publishes the *Official Guide* for farm equipment, the *Outdoor Power Equipment Official Guide* and the *IRON Search Buyers Guide for Farm Equipment*. IRON Solutions' IRON World™ services include IRON GUIDES™, IRON HQ™, IRON BUYER-NET™, IRON BUILDER™, IRON IGNITER™ and IRON SEARCH®.