



NEWS RELEASE

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For more information call:

Lu Stasko 303/477-9902 (Office)

720/404-4507 (Mobile)

Kukui Corporation Appoints Mike Giblin to President of U.S. Operations

San Jose, CA – Kukui Corporation, a developer of marketing software solutions for the automotive repair industry, has appointed Mike Giblin President of the company's U.S. Operations. An automotive industry veteran, Giblin joined Kukui as a vice president of business development and previously served as vice president of U.S. Operations.

In his new role, Giblin will work with shop owners to ensure that the Kukui platform meets their marketing needs and will continue to build alliances with management coaches and industry associations. The appointment also improves Kukui's management structure, allowing CEO Todd Westerlund to focus on setting the company's strategy and vision.

"Mike is the perfect person to lead our efforts to build relationships in the automotive repair industry," said Westerlund. "As a former shop owner, Mike brings unparalleled insight to Kukui and is keenly aware of what our clients need to achieve their goals."

Through its revolutionary software platform, Kukui is able to accommodate all of a service shop's marketing needs – from website development to social media support to direct mail fulfillment. The company's product suite includes smart web pages that are optimized to boost sales conversion rates, a simple-to-use Content Management System and customer retention tools such as email service reminders. The platform also offers detailed analytics to help shop owners determine which marketing channels are generating the most business.

An ASE-master certified technician, Giblin spent the first 25 years of his career operating his family's service station, Giblin's Chevron. He has used his sales and management experience throughout his career, including serving as a senior account executive for Rewards Network, a dining rewards program. Giblin was also as a senior account executive for AT&T, selling a variety of advertising to small business markets, including automotive repair shops.

A sought after industry speaker, Giblin attended Santa Clara University. He is a featured speaker at the Automotive Service Councils of California's Summer Conference in June 2015.

About Kukui

With a rich history in information technology, Kukui provides businesses with a custom website platform and software solution that integrates with each organization's Point of Sale (POS) system. This empowers each of Kukui's clients with quantitative data showing their monetary return on investment, the number of new clients based on their POS system, statistics revealing their customer retention rate, and areas to improve business through the tracking of phone calls, appointment forms, and feedback from customer reviews.

For more information about Kukui, visit www.kukui.com

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