



DIGITALSOCIALRETAIL.COM TO EXHIBIT AT
DIGITAL SIGNAGE EXPO IN LAS VEGAS MARCH 10-13
AT BOOTH FT21 -- "Innovator Zone."

Digital Social Retail Inc. (www.digitalsocialretail.com) will be exhibiting at the upcoming DIGITAL SIGNAGE EXPO 2015, in LAS VEGAS MARCH 10-13, located in booth number FT21 in the "Innovator Zone." Digital Social Retail will be joining over 200 other exhibitors at The Digital Signage Expo (DSE), held at the Las Vegas Convention Center, the world's largest and longest running conference and trade show exclusively dedicated to showcasing innovative digital communications and interactive technology solutions for customer- and employee-facing organizations. DSE is dedicated to the digital signage market and has been a significant contributor to the growth of this fast-paced industry.

Digital Social Retail will be presenting Social Retail®, its revolutionary cross-channel customer acquisition and marketing platform designed for chain retailers across all vertical segments. Digital Social Retail is the US-based division of Holosfind Group. Holosfind Group is a leading 19 year old France based digital marketing firm that is publicly traded on Euronext (ALHOL).

Social Retail® allows chain retailers to reach their customers at every point along their shopping journey via a single, streamlined and powerful interface, thereby eliminating the process limitations retailers currently face such as functional silos, incomplete or inefficient information flow, inconsistent messaging and brand identity.

Social Retail's advanced solution reaches a retailer's customers at every point along their shopping journey: outside of the store (via beacon generated rich media messages to customer smart phones); inside the store (via brand consistent and well planned digital video and audio); at checkout (via beacon generated loyalty

program invitations); and online (streamlining the creation and posting for social media platforms)

Social Retail features a proprietary cloud-based, user-friendly interface that enables chain retailers to manage all of their stores from a single laptop. Further, its analytics tools track consumer data generated by the activities of the platform so the retailer can evaluate and optimize their campaigns.

After major investments by US equity funds into the capital structure of the Group, Holosfind Group, the parent of Digital Social Retail, chose the United States as a commercial base for this new product, sold via a SaaS subscription model. The R & D center is based in France and Israel. The potential of the US market with chain stores is huge and growing. The group is positioning itself to be the leader in this market.

DIGITAL SOCIAL RETAIL, the American division of the Holosfind Group, provides an ecosystem that is revolutionizing the customer relationship for chain stores.

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