

## Kenect, a Leader in Texting for SMBs, Acquires Friendemic

*Acquisition expands Kenect's capabilities for automotive and non-automotive dealers*

PLEASANT GROVE, UT – September 15, 2022 – Kenect, a texting solution used by nearly 6,000 businesses throughout North America, today announced that it has completed the acquisition of Friendemic, a leading provider of online reputation and digital communication software solutions for automotive and powersports dealerships and manufacturers. This transaction brings together two companies with the shared mission of connecting businesses with their customers. Financial terms of the deal were not disclosed.

Kenect is a texting platform, used by businesses to communicate with their customers, generate reviews, produce leads, collect payments and increase revenue.

"We are pleased to welcome the Friendemic team to Kenect and expand our capabilities for current customers and offer a broader set of opportunities for new customers," said Shaun Sorensen, CEO, Kenect. "Friendemic's focus on their customers and their deep relationships with dealers is exciting for Kenect."

With this powerful combination, Kenect will have nearly 8,000 customers across North America. Friendemic customers will now have access to Kenect's world-class texting, payment collection, and communication tools.

"Putting Friendemic and Kenect together creates one of the best digital communication platforms on the market," said Friendemic CEO, Steve Pearson. "We're thrilled for how this will advance the capabilities available to our customers and the industry."

### **About Kenect**

Kenect is a text messaging platform that is used by small businesses to improve customer communication. Kenect allows businesses to text their clients directly, generate new leads, improve communication, generate reviews, and collect payments--all via texting. Kenect was recently ranked the 36th fastest growing tech company in North America by Deloitte and is used by thousands of businesses across North America.

### **About Friendemic**

Friendemic helps dealerships communicate with customers in a digital world. We provide online reputation, video and photo sharing, and chat platforms to thousands of automotive and powersport dealerships across North America.

### **Media Contact**

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