

PRESS RELEASE**HOLICKY CORPORATION PARTNERS WITH APPDIRECT TO EXPAND SERVICE OFFERINGS**

For Immediate Release

New Lenox, IL – May 10, 2024 – Holicky Corporation, a leading provider of marketing services for small and medium-sized businesses (SMBs), is pleased to announce a strategic partnership with AppDirect, the leading subscription commerce platform for selling cloud-based products and services. This partnership will empower SMBs to access a comprehensive suite of technology solutions through Holicky Corporation's expert guidance and AppDirect's extensive catalog of offerings.

As a trusted technology advisor, Holicky Corporation is dedicated to assisting SMBs in navigating the complex landscape of digital transformation. By partnering with AppDirect, Holicky Corporation expands its service offerings to include a wide range of solutions, including Connectivity & SD-WAN, Mobility & IoT, Customer Experience (CX), Software as a Service, Cloud Infrastructure, Security, Managed Services, and Energy.

Jason Holicky, Founder of Holicky Corporation, expressed enthusiasm about the partnership, stating, "At Holicky Corporation, we are committed to empowering SMBs with the tools and expertise they need to thrive in today's digital economy. Our partnership with AppDirect allows us to enhance our service offerings and provide SMBs with access to a vast array of innovative solutions from leading providers."

AppDirect boasts a catalog of over 5,000 unique solutions from more than 400 providers, offering SMBs unparalleled choice and flexibility in meeting their technology needs. Through this partnership, Holicky Corporation and AppDirect aim to streamline the procurement process for SMBs, enabling them to find and implement the right solutions more efficiently and effectively.

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About AppDirect

AppDirect is a B2B subscription commerce platform company that brings together technology providers, advisors and businesses to simplify how they buy, sell and manage technology. More than 1,000 providers, 10,000 advisors and 5 million subscribers rely on the AppDirect ecosystem of subscription marketplaces to power their innovation, growth and success. www.appdirect.com

AppDirect Media Contact: prforappdirect@bospar.com (833) 427-7762

About Holicky Corporation

Holicky Corporation is a full-service marketing agency serving businesses of all sizes, from local small businesses to large national corporations across the Chicagoland Area and throughout the United States. Specializing in digital marketing and website design services, they deliver tailored marketing solutions to elevate businesses with proven solutions that drive lasting success and growth. www.holickycorporation.com

Holicky Corporation Media Contact: Jason Holicky jason@holickycorporation.com (773) 551-5477