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HACKER GROUP ADDS BOX AS CLIENT

SEATTLE, WA – March 16, 2011– Hacker Group, one of the largest digital/direct marketing agencies in the West, today announced it has added Box to its growing list of clients. Hacker Group will leverage its integrated digital/direct expertise to launch a sales-focused campaign that will include a combination of direct mail, online display, mobile display and email. Hacker Group’s marketing effort will lay the foundation for the continued market expansion of Box, which last month raised an additional \$48 million toward this effort, and in 2010 was selected as one of Inc. Magazine’s breakout companies and named the second fastest growing company by the Silicon Valley/San Jose Business Journal.

Jen Grant, Box Vice President of Marketing, stated, "At Box, we're transforming the way businesses share and manage content with our rapid pace of innovation and an uncompromising commitment to creating an intuitive user experience. We needed the same philosophical approach from our agency, and we selected Hacker Group because of their proven ability to simplify complex test results into digital/direct campaign knowledge that we believe will achieve the market expansion results we seek."

Spyro Kourtis, President and CEO of Hacker Group, said, "We are delighted to have been selected by Box. We were inspired by their brand and are excited about the road ahead – as we support their growth with traditional and digital direct."

About Box

Founded in 2005, Box provides cloud content management for more than 7 million users and companies ranging from small businesses to Fortune 500 companies – in fact, 73% of the Fortune 500 use Box. Box empowers users to access and share content online and gives IT professionals unprecedented visibility into how content moves within their organizations and beyond. Content on Box can be accessed through iPad, iPhone and Android applications, and extended to OpenBox partner applications such as Google Apps, NetSuite and Salesforce. Headquartered in Palo Alto, CA, Box is a privately held company and is backed by venture capital firms Draper Fisher Jurvetson, ScaleVP and U.S. Venture Partners. For more information, visit www.box.net.

About Hacker Group

Founded in 1986, Hacker Group is a digital/direct marketing agency specializing in measurable, ROI-driven sales and marketing programs for blue-chip clients throughout the country, including AT&T, Carnival Cruise Lines, Chipotle Mexican Grill, Netflix and others. Using a disciplined approach to strategy development that begins with sales goals to determine the right mix of measurable media, Hacker Group employs a closed-loop feedback process to test, learn, refine and apply what works to continually improve campaign results. For more information, visit www.hackergroup.com.