

## **Ascendum Acquires TinyBrick**

*Acquisition expands offerings in Magento Software Space.*

Cincinnati, OH, July 22, 2011 --(PR.com)-- Ascendum Solutions, a global technology services company headquartered in Blue Ash, OH, today announced it has acquired TinyBrick, LLC, a leading provider of Magento modules and extensions for businesses to utilize Magento as their eCommerce platform. Magento, recently acquired by eBay, is one of the fastest growing, open source based eCommerce platforms in the market.

Founded in 2008, TinyBrick is one of the fastest growing Magento add-on module software companies with over 1,000 customers worldwide. "It is very exciting," says Richard Schramm, AVP of Emerging Technologies at Ascendum. "We are extremely pleased to close this strategic transaction that rounds out our offering in this space." As a Magento Gold Partner, Ascendum already provides consulting and hosting services to companies using the popular eCommerce platform across the US and overseas. Schramm continues, "We can now offer customers tools that enhance the core Magento product. LightSpeed and True Order Edit modules for example, plus a whole suite of admin tools...Our customers are going to love what this will do for their business."

"We are happy knowing that our products and customers are going to a good home," offers former TinyBrick president, Keith Nelson. "Ascendum is bringing both previous TinyBrick resources and their own existing Magento talent to the product line and we expect to see big things from TinyBrick in the future." The Rexburg, Idaho group already enjoys a stellar reputation in the marketplace. "I'd rate this extension as a 6 on a scale of 1 to 5," offers customer Brian Mark. "TinyBrick is what all Magento developers should strive to be like."

"Magento is a key partner as we continue to expand our service offerings in the open source software space," says Tim Campbell, Vice President of Global Service Delivery at Ascendum. "We pride ourselves on turning technology into a business advantage for our customers." Campbell continues, "We're determined to take full advantage of the Tiny Brick intellectual property and deliver the most innovative eCommerce solutions to Ascendum customers worldwide." The TinyBrick software modules will continue to be offered for sale on the <http://www.tinybrick.com> website.

Schramm concludes by summarizing, "We are focusing our resources on quality with speed. We're already planning enhancements to the existing products to add and improve features as well as making them even easier to install and maintain for thousands of TinyBrick and Magento customers."

### About Ascendum

Ascendum Solutions, LLC (Ascendum) is a global Information Technology (IT) firm and a Magento Gold Solution Partner that uses its expertise to solve customer's business problems with technology-inspired solutions. Headquartered in Cincinnati, Ohio, Ascendum employs 1500 professionals, located in offices worldwide (Cincinnati, Dayton, Columbus, Lexington, New

Jersey, Bangalore and Ahmadabad, India). Backed by Vora Ventures, a reputable technology holding firm, Ascendum was named as one of the Top IT Firms in the Cincinnati region in 2008 and was a finalist for the Fast 55 in 2011. For more information, visit <http://www.ascendum.com>.