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## **Altisource Names Barbara Goose Global Chief Marketing Officer**

### **Appointment of DigitasLBI Boston and Detroit President highlights Altisource's focus on growing its brand and positioning in the global market**

LUXEMBOURG, July 11, 2014 /PRNewswire/ -- [Altisource](#) Portfolio Solutions S.A. ("Altisource" and NASDAQ: ASPS), a premier marketplace and transaction solutions provider for the real estate and mortgage industries, has named [Barbara Goose](#) global Chief Marketing Officer. An accomplished marketing executive who has overseen programs for General Motors, Dunkin' Donuts, Zipcar, Lenovo and many other brands, Goose will lead Altisource in building its brand and positioning it in the global market. Goose will be based in Altisource's Boston office and report directly to the Chief Executive Officer. She will build a marketing team that will support all of the companies under the global Altisource brand, including Altisource Labs' portfolio of startup technology companies as they develop their go-to-market strategies.



Altisource will benefit from Goose's leadership and marketing experience. As President of DigitasLBI Boston and Detroit, [Goose](#) led strategic and innovative digital marketing programs that built brand equity for national and multi-national brands. Over her 15 years at Digitas, Goose also recruited top industry talent and created an office culture recognized as a "Best Place to Work" by the Boston Globe and Boston Business Journal. An active and respected thought leader in the Boston marketing community, Goose has twice been named to the Boston Business Journal's "Power 50" and to the Boston Ad Club's list of "Future Legends" and "100 Women We Admire."

Goose said, "The opportunity to join Altisource and ramp up the marketing of an already thriving and innovative company is unique and exciting. A well-positioned brand improves recruiting, culture and results. I'm thrilled to help tell Altisource's story of innovation and growth as we build momentum and attract great talent. The possibilities are limitless."

William B. Shepro, Chief Executive Officer of Altisource, said, "As we augment our leadership team and strengthen our commitment to marketing at Altisource, Barbara's leadership, extensive marketing background and tremendous track record of delivering outcomes for major brands will be invaluable. Barbara is the type of talent Altisource is looking for as we continue to grow."

### **Forward-Looking Statements**

This press release contains forward-looking statements that involve a number of risks and uncertainties. Those forward-looking statements include all statements that are not historical fact, including statements about management's beliefs and expectations. Forward-looking statements are based on management's beliefs as well as assumptions made by and information currently available to management. Because such statements are based on expectations as to future economic performance and are not statements of historical fact, actual results may differ materially from those projected. The Company undertakes no obligation to update any forward-looking statements whether as a result of new information, future events or otherwise. The risks and uncertainties to which forward-looking statements are subject include, but are not limited to: Altisource's ability to retain existing customers and attract new customers; general economic and market conditions; governmental regulations, taxes and policies; availability of adequate and timely sources of liquidity; and other risks and uncertainties detailed in the "Forward-Looking Statements," "Risk Factors" and other sections of the Company's Form 10-K and other filings with the Securities and Exchange Commission.

### **About Altisource**

Altisource is a premier marketplace and transaction solutions provider for the real estate, mortgage and consumer debt industries offering both distribution and content. We leverage proprietary business process, vendor and electronic payment

management software and behavioral science based analytics to improve outcomes for marketplace participants. Altisource was named the 20<sup>th</sup> fastest growing global company by [Fortune for 2013](#). Additional information is available at [www.altisource.com](http://www.altisource.com).

### **About Altisource Labs**

Altisource Labs provides compelling startup opportunities for premier technology talent to help build the next-generation of disruptive software solutions. Altisource Labs includes a global technology Accelerator where teams are incubating and accelerating the next wave of enterprise and Big Data software companies. To support its growth, the Labs is hiring hundreds of technology professionals over the next 12 to 18 months, including executive, engineering, sales and product talent. For more information, visit [www.altisourcelabs.com](http://www.altisourcelabs.com) and follow [@AltisourceLabs](#) on Twitter, [LinkedIn](#) and [Facebook](#).



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