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FOR IMMEDIATE RELEASE

OhanaLink Technologies™ Evolves and Announces a Company Rebrand

(Hermitage, PA) – July 1, 2024 – Pennsylvania-based platform development company, OhanaLink Technologies™ announced today the recognition of the company’s 5-year milestone and rebrands to support its renewed mission and re-energized direction.

Our History and Evolution

OhanaLink Technologies entered the market in June of 2020 with the launch of its first mobile solution for the healthcare market, OhanaLink Baby™. Shortly after, the company expanded its offerings to address broader health situations by launching the "OhanaLink™" app in early 2021. What began as a single app to connect family and friends during health-related events has today evolved into a platform that revolutionizes support for victims of domestic, sexual, and trafficking violence, providing them with life-saving help and enables organizations to customize how they engage and communicate with their clients.

Stated Kara Wasser, Founder and CEO of OhanaLink Technologies, “Throughout our 5 year journey, we have listened to the market and witnessed the growing need for solutions that innovate the connections around how we live, how we work, and how we engage with our networks and communities.” She continued, “We are extremely proud of what we have accomplished and how we have proactively responded to the emerging demands for tech in healthcare, social care, victim services, education, and general life events.”

In 2022, the company introduced OhanaLink Purple™, the first to market interaction and engagement system designed in collaboration with victim services advocates. “We were gratified to have been presented with a unique opportunity to make a profound impact on the issue of domestic and sexual violence by using our platform to transform the delivery of traditional services through customized digital technology.” The utilization of OhanaLink Purple has consistently increased month over month through the onboarding of 57 agencies in 12 states with nearly 400 advocates and 1,200 client rooms being created.

“As our company realized growth across different markets, we recognized new opportunities to diversify our portfolio of services and expand our customer base to encompass both for profits and non profit organizations,”



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explained Wasser. “Our transition was supported with a shift of our strategic plan taking into consideration ways in which to serve new markets meeting the demands for emerging technologies and we knew it was time for a change.”

The Transformation Process

With these and other considerations in mind, OhanaLink Technologies undertook a comprehensive analysis of their market presence, including the existing brand, marketing and business development strategies, and determined it was time for a bold move. The company engaged an outside consulting firm to assist with research and strategic direction for the next generation of OhanaLink Technologies. The six-month initiative was completed in April 2024 and met these key objectives:

- Transition from a single focus mobile app company to a market-leading technology platform organization.
- Alignment with market direction and our organizational shift towards social care and market expansion.
- Supports the philosophies, missions, and cultures of our diverse stakeholders.
- Renews our commitment to innovating connections for nonprofits and for profit organizations to enhance communication, and improve operations for end users.

What’s Changing

OhanaLink Technologies is now Looped Solutions - designing customized multi-platform solutions that empower, engage, and connect technology and services through powerful digital engagement technology. The unveiling includes a new company name and logo, as well as many product enhancements that will be announced over the coming month. “This is truly an exciting time for our company, commented Wasser, “But, behind the scenes, our amazing team is still in place and fully committed to continuing to provide the highest quality products and services to our customers. We know that our partners, customers, and others are as excited as we are about what the future holds for Looped Solutions!”

About Looped Solutions

Looped Solutions is a women-led tech company that is designing cross-platform applications - innovating connections surrounding every aspect of our lives—personally, professionally, and in our communities. At the very core of our innovation is Looped Launchpad, our proprietary platform that powers our digital engagement solutions. Fusion, the Company's central offering, empowers effective communication and collaboration by merging a collection of features specifically designed to ignite connection and engagement. For tailored solutions, our Fusion bundles, such as Fusion Purple for social care and victim services and Fusion White Label for developing branded applications, provide customizable options that close the loop on achieving goals.



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At Looped Solutions, we are dedicated to delivering flexible solutions to meet individual needs, ensuring seamless connections to who and what matter most.

Discover how our solutions can transform how we live, work, and engage at www.ohanalink.com/loopedsolutions.

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