

Zimcode Inc Appoints Chairman of the Advisory Board and Corporate Development Consultant

Redwood City, CA - Zimcode Inc. www.Zimcode.com announced today that Hank Steinbrecher has joined Zimcode as Chairman of the Advisory Board and Corporate Development Consultant to further advance the growing portfolio of regional and national accounts for Zimcode's launch product, TeamRunner.

Hank Steinbrecher comes with a wealth of experience within the soccer industry. Mr. Steinbrecher directed the Football venue for the Los Angeles Olympic Games at Harvard University. From there he entered the corporate world, directing the Sports Marketing activity for the Quaker Oats Company's Gatorade Brand.

In 1990, he accepted the post of Secretary General of the United States Soccer Federation. He was responsible for all US National Teams, and for the management of all US Soccer business affairs. As CEO of US Soccer, Mr. Steinbrecher was responsible for all aspects of managing a large not-for-profit sport organization with annual revenues in excess of \$30,000,000.00. Mr. Steinbrecher served in senior leadership positions for the World Cup 1994 and for the Women's World Cup 1999.

In his role at the Federation, Steinbrecher was responsible for a number of innovations, including U.S. Soccer's relocation to Chicago, the 1993 Soccer Summit and the implementation of Project 2010 and Project Gold. He also served as U.S. Soccer's point man in serving as the host federation for two incredibly successful World Cups (1994 men's and 1999 women's) and the 1996 Olympic Soccer Tournament.

Perhaps most importantly, though, he took a lead role in marketing the sport to potential sponsors, helping U.S. Soccer's corporate family grow throughout the 1990s. By the end of the 1990's, the U.S. Men had appeared in three World Cups, won a Gold Cup, finished third at two Confederations Cup and established an annual national presence by competing domestically year round in tournament's like the Nike U.S. Cup. For the U.S. Women, success meant two Women's World Cup crowns, an Olympic Gold Medal and a winning record unrivaled in the sport.

In 1993, Steinbrecher was at the forefront of the Soccer Summit, bringing together leaders from across the American soccer landscape to chart the course of the sports future into the next millennium. That course would eventually result in the successful 1994 World Cup and then the birth of Major League Soccer, the highest level of professional club soccer ever seen in the United States.

Ziad Tleimat, CEO said "Hank's wealth of experience and industry knowledge will make him a key addition in the development of TeamRunner's customer base and valued partnerships. Our ongoing product and market development led us to look for an addition to our team who fit in with our ethos of innovation, customer service and social conscience and its very fortunate we were able to find someone of Hank's caliber to fulfill this role."

About Zimcode Inc.

Founded in 2012 and headquartered in Redwood City, CA, Zimcode, Inc. is the maker of TeamRunner. A sports e-commerce platform, TeamRunner connects sports organizations, teams and businesses to make sports travel easier and more streamlined for everybody. The

company's mission is to provide a positive experience for all of its partners and provides sports scholarships for athletes in need. TeamRunner currently services organizations and athletes throughout the USA. Further information about Zimcode and or TeamRunner is available at www.Zimcode.com or view the product at TeamRunner.com

Contact

Zimcode Inc

Colette Kuhnsman, VP Marketing

925-487-8791

colette@zimcode.com