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## Mitek Appoints Kalle Marsal as Chief Marketing Officer

SAN DIEGO and LONDON, Oct. 04, 2016 (GLOBE NEWSWIRE) -- Mitek (NASDAQ:MITK) ([www.miteksystems.com](http://www.miteksystems.com)), a global leader in mobile capture and identity verification software solutions, today announced the appointment of Kalle Marsal as its new Chief Marketing Officer (CMO). Marsal brings his expertise in global marketing and strategic planning to lead Mitek's worldwide marketing efforts as the company continues its growth and expansion in new markets.

"Kalle's reputation for delivering results and his understanding of digital imaging, mobile technology, software and services make him an ideal addition to our executive team," said James DeBello, Chairman and CEO, Mitek. "His analytical, metrics-driven and collaborative leadership approach will help amplify our success through strategic global marketing."

Marsal comes to Mitek from HP, where he served in numerous executive roles driving product marketing and business development for several new businesses and markets. Marsal was a leader within the new ventures group at HP, where he developed a \$200+ million business operating in 20 countries in five years. Prior to HP, Marsal worked for multiple fast-growing technology startups as well as Bain & Company.

"With mobile enrollment, identity verification and countless other use cases for Mitek's technology exploding across nearly every industry, it is a very exciting time to join the company," said Marsal. "I look forward to growing the company's already stellar brand, optimizing our go-to-market effectiveness and building revenue for Mitek and our customers."

In addition to his professional accolades, Marsal has a master's degree in business administration from Stanford University Graduate School of Business, where he was honored as an Arjay Miller Scholar - a recognition awarded to the top 10 percent of the class. He also holds a master's and a bachelor's degree in industrial engineering from Stanford University.

### About Mitek

Mitek (NASDAQ:MITK) is a global leader in mobile capture and identity verification software solutions. Mitek's ID document verification allows an enterprise to verify a user's identity during a mobile transaction, enabling financial institutions, payments companies and other businesses operating in highly regulated markets to transact business safely while increasing revenue from the mobile channel. Mitek also reduces the friction in the mobile users' experience with advanced data prefill. These innovative mobile solutions are embedded into the apps of more than 5,200 organizations and used by more than 70 million consumers for mobile check deposit, new account opening, insurance quoting, and more. For more information, visit [www.miteksystems.com](http://www.miteksystems.com). (MITK-F)

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Mitek Contact:

Ann Reichert

Senior Director of Marketing

[pr@miteksystems.com](mailto:pr@miteksystems.com)

Katherine Verducci

MIX Public Relations

[pr@mix-pr.com](mailto:pr@mix-pr.com)

Mitek Investor Contacts:

Todd Kehrli or Jim Byers

MKR Group, Inc.

[mitk@mkr-group.com](mailto:mitk@mkr-group.com)

 Primary Logo

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