*For immediate release on Wednesday, February 5th at 7am PT*

**VALOR WORLDWIDE ACQUIRES SOCIAL APP STARTUP VERMOUTH**

SEATTLE, WA -- Data and media company Valor Worldwide, publishers of [OurMilitary.com](ourmilitary.com), the fastest growing online site for the military community, has acquired Seattle-based startup Vermouth, an innovative social media platform that is transforming the way local businesses and their consumers connect.

“The military community has a sensational need for information and resources exclusive to them,” said Jeff Lanctot, Valor Worldwide CEO. “With the addition of the Vermouth social app, we’ll now be able to offer a unique platform to military families providing them a fun way to interact within their tight-knit military social network. They will now be able to recommend, engage, and ultimately become loyal customers of local businesses that have a great reputation serving the military.”  
  
Founded in 2017 by Seattle entrepreneur Jamien McCullum, the Vermouth social app leverages the relationships of users’ social networks to share recommendations, experiences and resources among those they know and trust. Vermouth provides users a distinctive way to curate and endorse their favorite businesses through a visually appealing platform that makes it easy and fun. A cross between an “Instagram for businesses” type app with the detailed information of a business directory, Vermouth is the “word of mouth” app that connects users’ favorite businesses to their inner circle.

This is the second exit for McCullum who co-founded digital healthcare startup DoctorBase, acquired by medical software platform, Kareo, in 2015. Vermouth was backed by venture investors Debra Somberg (formerly a partner at Maveron, LLC) and Oren Nissim (Founder of Israeli mobile navigation firm Telmap, acquired by Intel in 2012).

“Trust is the true currency of business and the heart of Vermouth has always been about how to authentically support and engage with our community,” said McCullum. Valor Worldwide and their relationship with the military community, and the businesses that support them, provides a solid foundation for Vermouth to build upon and grow to the next level.”  
  
Valor Worldwide absorbs operations of Vermouth effective immediately, and additional development will take place in the next several months before the application is rolled out exclusively to military families stationed at bases and installations across the U.S.

“Community impact is an integral part of Valor Worldwide’s business strategy,” added Lanctot. “With Vermouth as our latest digital resource, we are able to strengthen our mission of connecting businesses and the military, and build a long-lasting bridge to a critically important, but underserved demographic in our country.”

**About Valor Worldwide**

Valor Worldwide is a data and media company, and the publisher of [OurMiltary.com](ourmilitary.com), a revolutionary new online resource that stems from years of experience redefining what it means for businesses and the military community to be connected. OurMilitary.com is the trusted resource for military families, providing a point of connection between prevalent military-related data and information, and countless resources and businesses that want to support the military community.

Valor Worldwide partners with businesses that want to reach the 50 million+ that comprise the U.S. military community. This population has an average household income of $60K, 37% higher discretionary income than the national average.

Valor Worldwide is headquartered in Seattle.  
  
  
**PR Contact:** Angela Gamba, Valor Worldwide, angela@valorworldwide.com