FOR IMMEDIATE RELEASE

LOCAL OPTICS

PRESS RELEASE – Linda Co. and Pin Parrot Unite Under New Brand: Local Optics

Scottsdale, Arizona — January 19, 2026 — Linda Co. and Pin Parrot, two leaders in local digital marketing and online visibility for service-based businesses, today announced their merger and rebrand under a single new name: **Local Optics**.

The merger brings together Linda Co.'s proven expertise in local presence management, analytics, and performance strategy with Pin Parrot's industry-leading automation that transforms real job data into high-impact, search-optimized local content. Together, Local Optics delivers a more powerful, unified solution designed to help businesses stand out where customers make decisions—locally.

"For years, Linda Co. and Pin Parrot have shared a common mission: helping businesses turn their real-world work into real online visibility," said **Matthew Balthasar, Chief Executive Officer of Local Optics**. "By coming together under one brand, we're able to offer a smarter, more seamless way for businesses to build trust, increase visibility, and win more customers—without adding work for their teams."

"By unifying, we are creating a stronger organization for our customers to thrive," said **Matt Adams, Director of Transformation and Innovation**. "As we continue to innovate our products, this merger expands our ability to deliver faster improvements, deeper data analytics, and stronger support."

"Bringing Pin Parrot and Linda Co. together creates something truly special," said **Nate Fischer, Chief Technology Officer**. "We're combining two teams that share a passion for innovation, and a deep understanding of what home services businesses need to thrive in today's market. Home services is just the beginning. The technology and infrastructure we're building has applications well beyond this industry, and I'm excited to explore those opportunities as a unified team."

Under the Local Optics brand, customers will benefit from:

- A unified platform that connects CRM data, job photos, reviews, and location performance
- Automated, high-quality local content that improves search visibility and customer trust
- Deeper insights into how real jobs drive real growth across locations
- Additional new capabilities and service add-ons

Existing customers of Linda Co. and Pin Parrot will continue to receive the same level of service and support, now enhanced by expanded capabilities, tighter integration, and a clearer, more focused brand vision.

The name **Local Optics** reflects the company's core belief: when businesses make their real, local work visible online, they earn trust faster, rank higher, and grow stronger in the communities they serve. With Local Optics, businesses can *magnify their work and grow their reach*.

For more information, visit **www.localoptics.com.**

© 2026 Local Optics. All rights reserved.