



Press Release  
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## **Mass Luminosity Adds Former Wal-Mart/Revlon/Rubbermaid Executive to its Board of Directors**

*C-Suite Veteran Juan Figuereo to Act as Special Advisor to the CEO as well as Board Member*

(February 13, 2018, Dallas, TX) – **Mass Luminosity**, a Dallas based initiator of global engagement and community experiences that manages large social media channels, and is also parent company to the social network GTribe ([www.theGTribe.com](http://www.theGTribe.com)), makes a landmark announcement with the addition of C-Suite heavyweight **Juan Figuereo** to its Board of Directors. Mr. Figuereo, who currently sits on the board of several private and public entities, has held several senior previous posts, including as Executive Vice President and CFO of Revlon, Executive Vice President and CFO of Newell Brands (formerly Newell Rubbermaid), as well as Vice President of Mergers & Acquisitions at Wal-Mart International, among others. In addition, he spent 15 years with PepsiCo in a variety of international finance and general management roles from 1988 to 2003, first within the Pepsi-Cola organization and then in the Frito Lay business. With Mass Luminosity, Figuereo will act as Special Advisor to the CEO, Mr. Angel Munoz, with respect to capital strategies and related financial matters impacting the Company's growth and future alternatives, as well as a member of the Board of Directors.

"Mass Luminosity's next-generation social technologies and the passion of their followers spanning the globe made my decision to join Mass Luminosity quite easy," said Juan Figuereo. "The opportunity to be part of an organization that could have a profound impact on the way we interact with each other and interact with intelligent technologies is a thrilling opportunity for me."

From its launch in 2014, Mass Luminosity's GTribe has evolved from an entity purely focused on social networking to an overarching technology company possessing a worldwide audience within its own social network. The addition of Figuereo not only furthers Mass Luminosity's international credibility, it also brings years of valuable experience, wisdom and confidence to an ever-growing technology enterprise.

**About Mass Luminosity:**

Mass Luminosity, an initiator of global engagement and community experiences, manages large social media channels and is the parent company of GTribe (GTribe), the leading social media network for technology enthusiasts, located at [www.theGTribe.com](http://www.theGTribe.com). For more information on Mass Luminosity visit: <http://www.massluminosity.com> .

**About GTribe:**

GTribe, a social media network geared specifically for tech savvy gamers, is a community based on values. From its members to partnering entities, the network is one that promotes healthy conversations and the exchange of ideas and information where communication is mutually respectful and consists of an array of topics that are passion-points to those within the gaming culture. Join the social revolution at [www.theGTribe.com](http://www.theGTribe.com).

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