

NEWS RELEASE

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Procurement Expert Endorses New Methodology to Reduce Costs
Procurement Insights' Jon Hansen Promotes The Gindlesperger Method

CHAMBERSBURG, PA -- The recently introduced procurement methodology developed by the e-LYNXX Corporation has been called a breakthrough solution by author, researcher, lecturer and procurement expert Jon Hansen whose Procurement Insights Blog (www.procurementinsights.wordpress.com) reaches 300,000 syndicated subscribers each month worldwide. "e-LYNXX provides a solution that increases supplier profitability while delivering sustainable 'best value' pricing for the buying organization," Hansen said in his paper "Preserving Supply Base Integrity During an Economic Downturn."

The new methodology, known as The Gindlesperger Method, covers any computer-operated system for procuring specification-defined goods or services that matches supplier attributes with project specifications to identify qualified suppliers, disseminates a solicitation to at least two identified suppliers and receives a bid response. The Gindlesperger Method can be utilized to sharply reduce procured costs in any industry or area of spend management that involves specification-defined goods and services.

e-LYNXX Corporation has successfully used The Gindlesperger Method in the commercial print industry since 1998 and reduced the procured print spend of its clients by an average of 42%. The key to obtaining low prices through The Gindlesperger Method is in the permitting of qualified suppliers to bid high, low, or not at all without having to consider buyer pricing expectations, without fear of setting either high or low precedent for future bid prices and without worrying about being denied future bid opportunities for which the supplier is qualified.

"We are pleased to add Jon Hansen's endorsement to others that we have received," said William Gindlesperger, inventor of the methodology and founder and chief executive officer of e-LYNXX Corporation. "His paper underscores the value of our methodology's benefits to all organizations that want to reduce procurement costs. This is an especially compelling offer during these challenging economic times."

About Jon Hansen

Jon Hansen of Ottawa, Canada, is an author, researcher and lecturer on supply chain optimization and purchasing practices. He has written more than 200 articles and papers, and he speaks throughout North America and the United Kingdom. His seminar topics range from green procurement to the industry myths that continue to undermine supply chain effectiveness, to the expanding role of the purchasing professional in the emerging global economy. Recognized as a thought leader in the area of purchasing and supply chain practice, Mr. Hansen has provided his expertise in a number of venues including being Chair for the 2006 Summit Roundtable on Public Sector Procurement Practices and serving as the chief architect for the CATA Alliance Supply (Chain) Practices Hub (<http://www.cata.ca/>). His Procurement Insights Blog (<http://procureinsights.wordpress.com>) is a popular international blogging site that reaches 300,000 syndicated subscribers each month worldwide and is available in multiple languages including Chinese and Spanish. Mr. Hansen was been recognized as an Ernst & Young Entrepreneur of the Year Finalist in 2004 and 2005 and is currently completing his first book titled "Two Minute Insights: An Executive's Guide to Emerging Supply Chain Technologies and Services."

About e-LYNXX Corporation

e-LYNXX Corporation, the North American procurement authority, is exclusively endorsed by *Printing Industries of America (PIA)* and *Educational and Institutional Cooperative Purchasing (E&I)* and recognized as a top 100 procurement firm by *Supply & Demand Chain Executive*. Founded in 1975, e-LYNXX has three divisions. ● American Print Management provides enterprise print procurement solutions and patented competitive methods to reduce costs for direct mail, marketing materials, packaging and other procured print. Results include enhanced quality and service levels, efficiencies, process control, transparency and procured print cost reduction of 25% to 50%. ● Patented Procurement Method grants patent licenses for supply chain optimization. Results include substantial reduction in existing costs of competitively procured goods and services. ● Government Print Management offers U.S. GPO bid services, access and assistance. Results include filled downtime, operational stability, improved cash flows and increased profitability. www.e-LYNXX.com – 888-876-5432