

NEWS RELEASE

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e-LYNXX Corporation Adds Video, White Papers and Industry Resources to Enhanced Website

CHAMBERSBURG, PA – Video clips and white papers that further explain e-LYNXX Corporation services have been added to www.e-LYNXX.com along with procurement and print industry resources. The site attracts visitors who are interested in the latest procurement methodology and technology and those who are interested in developing government printing as a profitable secondary market.

"e-LYNXX is the leading authority on procurement in North America and as a recognized leader, we are committed to offering online information that is useful, current and easy to access and understand," said Cory Moskowitz, senior director of sales for e-LYNXX. "The addition of video of our CEO talking about e-LYNXX services further personalizes our site. The resource pages link viewers to leading procurement and print industry associations, research organizations, publications and blogs."



The video segments are excerpts from an extensive interview that statewide PCN-TV did with William Gindlesperger, founder and chief executive officer of e-LYNXX, in 2009. It was part of a series on business leaders in Pennsylvania.

The three white papers discuss in detail the patented methodology, proprietary communications and workflow system, best practices and staff expertise upon which the firm's success is built. Two of the papers -- "How Organizations Can Realize Transparency, Control and Significant Cost Reduction" and "Print Management Program Offers Compelling Return on Investment without Up-front Investment or Risk" -- were written by e-LYNXX Chief Operating Officer and American Print Management Division President Michael Jackson. The third -- "Methodology Cuts 25% to 50% from the Procured Cost of Goods and Services"-- was written by e-LYNXX Chief Legal Officer and Patented Procurement Method Division President Anthony Hawks. All three papers can be downloaded at no charge.

A library of useful articles by e-LYNXX Senior Vice President and Government Print Management Division President Deborah Snider is available in the division's "News" section. Titles include "Look Beyond the Recession. Change. Become More Profitable," "Analyzing Your GPO Record Will Give You a Competitive Advantage," "Contribution Pricing. What It Is and How It Can Improve Your Bottom Line," "Overcome Delivery Challenges to Stay in Good Graces with GPO," "Discover How GPO Work Can Lead to Higher Profits" and "Know How, When and Where to Buy Paper to Win Government Print Work."

Throughout its website, e-LYNXX segments information so its extensive services are explained in a reader-friendly format with visual aids.

In both the American Print Management and the Patented Procurement Method sections, www.e-LYNXX.com provides links to frequently asked questions about how buyers can gain efficiencies, control and transparency while reducing the procured cost of print and other goods and services by 25% to 50%. Articles in the divisional "News" sections cover specific topics related to these benefits. 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. Patented Procurement Method grants patent licenses for supply chain optimization.

In the Government Print Management section, www.e-LYNXX.com provides links to frequently asked questions about how to become a GPO print supplier and how to win GPO work. Weekly information about GPO job winners can be found in news releases in the division's "News" section. Annual and quarterly top 50 GPO job winners also are covered here. Government Print Management offers U.S. GPO bid services, access and assistance. Results include filled downtime, operational stability, improved cash flows and increased profitability.

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)*. 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