

NEWS RELEASE
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White Paper Documents ROI of Patented Competitive Pricing Procurement Method
Typical return on investment (ROI) of 282% when average cost reduction of 42% is achieved

CHAMBERSBURG, PA – A white paper that provides return-on-investment (ROI) performance outcomes for users of e-LYNXX Corporation's patented competitive procurement method for buying print has been published. It complements an earlier white paper that describes, in detail, the benefits of e-LYNXX's innovative approach to procuring direct mail, marketing materials, commercial print, CD ROMs or anything that requires the reproduction of an image on a substrate (paper, plastic, textiles, magnetic media, etc.). The latest white paper, "Print Management Program Offers Compelling Return on Investment Without Up-front Investment or Risk," explains and illustrates that with the e-LYNXX procurement program impressive ROI will be achieved without any initial capital outlay or downside for the print buying client.

The program is based on two patents – one granted in 2002 and the other in 2008 and is recognized as a significant innovation for print buyers. The e-LYNXX approach consistently reduces cost for procured print in the 25% to 50% range when compared to the results obtained from more traditional procurement methods such as negotiation, rate carding, reverse auctions and spot bidding. Savings for e-LYNXX clients occurs when the new method is deployed using best practices and delivered by e-LYNXX's proprietary web-based communications and workflow system -- one that streamlines the procurement process, strengthens controls and accountability, fully reports and documents every task and provides 100% transparency.

"CEO's and CFO's are impressed with our offering, its associated savings and the strong ROI," said Michael Jackson, chief operating officer of e-LYNXX Corporation and author of both white papers. "Since printing costs equate to 3% of a typical organization's gross revenues, reduction of those expenses by 25% to 50% is very attractive. Add to that ROI of 270% to 282%, no up-front costs and no risk, and the use of our program represents quite a compelling value proposition."



While the annual print spend of the model presented in the white paper is for an organization with \$100 million in printing expenses each year, the model is scalable. e-LYNXX guarantees that its program will reduce the procured cost of print by 25%. Historically, however, the average experience of e-LYNXX clients has been to achieve a 42% cost reduction -- a \$42 million savings for the \$100 million print-spend organization. The white paper explains how the 25% reduction translates into a 270% ROI and the 42% into a 282% ROI.

The e-LYNXX competitive pricing procurement program also can be applied to the purchase of machined parts, construction services, temporary staffing, textiles, creative services or anything that requires specifications when custom ordered. Current e-LYNXX clients represent most business segments including the heavy equipment construction, building materials, parcel delivery, computer hardware, retail, grocery, health care, finance, resale distributor and association sectors.

Both the new white paper and e-LYNXX's initial white paper, "How Organizations Can Realize Transparency, Control and Significant Cost Reduction," are available on-line at www.e-lynxx.com/whitepaper or they may be requested via e-mail at apminfo@e-LYNXX.com or by calling 888-876-5432.

About the White Paper Author

Michael Jackson is chief operating officer of e-LYNXX Corporation. Mr. Jackson directs the delivery of service excellence and provides operational leadership to clients of e-LYNXX Corporation. He leads the American Print Management division and oversees the execution of core competencies, including all customer support and professional services that strengthen client procurement and supply chain management.

Prior to joining e-LYNXX, Mr. Jackson was vice president of North American and EMEA operations for Convergys Corporation where he had previously held the role of vice president, international business development. Before Convergys, Mr. Jackson was director of Global Partner Management for Dell, Inc. where he had previously served as director of Outsourcing Operations and Customer Service and Support. He began his career in the healthcare industry where he held a variety of leadership positions focused on development and delivery of consulting, professional and field operation services.



Mr. Jackson holds advanced degrees from the University of Akron in Biomedical Engineering, the Kellogg Graduate School of Management at Northwestern University in Executive Management and the Aresty Institute of Executive Education of the Wharton School at the University of Pennsylvania in Business Process Outsourcing.

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

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