

NEWS RELEASE

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White Paper Explains Uniqueness of Patented Competitive Procurement Method *Applicable for the purchase of specification-defined goods and services*

CHAMBERSBURG, PA – The patented competitive procurement method that is changing how procurement is being managed in the United States is documented in the white paper "Methodology Cuts 25% to 50% from the Procured Cost of Goods and Services." Introduced following the U. S. Patent Office award of the patent (U. S. Patent No. 7,451,106) to e-LYNXX Corporation in November 2008, the method provides a procurement advancement by which the procured cost of specification-defined goods and services can be reduced by 25% to 50%.

"The purpose of this white paper is to describe how U. S. Patent No. 7,451,106 works, why it is novel, and what makes it so valuable in today's marketplace," said white paper author Anthony Hawks, chief legal officer for e-LYNXX Corporation and president of the firm's Patented Procurement Method Division. "The paper draws the important distinction between the requirements of the patent itself for infringement purposes and how the patent should be used with a broader set of business rules to achieve the optimal cost savings that make it valuable to any potential licensee or user."

e-LYNXX's patented procurement method covers computer operated systems for procuring specification-defined goods or services that (1) matches vendor attributes with project specifications to identify qualified vendors, (2) disseminates a solicitation to at least two identified vendors, and (3) receives a bid response. The business method protected by this patent includes the following summary activities:

- ENTER vendor pool attributes (e.g. production capabilities, location, quality, status)
- ENTER project specifications (e.g. production requirements, location, quality, status)
- MATCH vendor pool attributes to project specifications to identify subset of qualified vendors)
- SEND project specifications to sub-set of qualified vendors
- RECEIVE a bid response from at least one vendor

This new method can be applied to the purchase of machined parts, printing, 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.

Two other e-LYNXX white 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" -- explain in detail how the new method, plus e-LYNXX's proprietary communications and workflow system and best practices, are being applied today to gain total transparency, thorough reporting and archiving, full accountability and reduced pricing of 25% to 50% for procured direct mail, commercial print, marketing materials, documents, labels, customized packaging, CD ROMs, premiums, logo apparel or anything that requires the reproduction of an image on a substrate (paper, plastic, textiles, magnetic media, etc.)

All three white papers are available on-line at www.e-lynxx.com/whitepaper. They also may be requested via e-mail at apminfo@e-LYNXX.com or by calling 888-876-5432.



About the White Paper Author

Anthony Hawks, as chief legal officer for e-LYNXX Corporation and president of the firm's Patented Procurement Method Division, is responsible for legal matters affecting e-LYNXX Corporation and oversees patent licensing and enforcement. He is responsible for preparing congressional testimony, analyzing pertinent federal and state legislation and providing strategic council to government and procurement clients of e-LYNXX. During the past decade, he has counseled or represented hundreds of printers on matters relating to the U.S. Government Printing Office (GPO).



Mr. Hawks graduated from Tufts University with a B.A. degree (magna cum laude) and an M.A. degree from The Fletcher School of Law and Diplomacy. He earned his law degree from the Georgetown University Law Center, where he was a member of the National Moot Court Team and won the school's most prestigious award for appellate writing and advocacy, the Leahy Prize Argument. Following graduation, he clerked for United States District Judge Albert V. Bryan, Jr. of the Eastern District of Virginia and then practiced in Northern Virginia and Washington, DC, as a commercial litigator and government contracts attorney.

Mr. Hawks joined e-LYNXX in 1997 and has served as vice president, general counsel, corporate president and member of the board.

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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