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NEWS RELEASE

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CEO of e-LYNXX Corporation Named Innovator of the Year

William Gindlesperger honored for developing landmark procurement methodology

CHAMBERSBURG, PA – The Greater Chambersburg Chamber of Commerce has recognized William Gindlesperger, founder, chairman and chief executive officer of e-LYNXX Corporation, for his invention of a business methodology that significantly changes how organizations procure specification-defined goods and services. Today, he received the chamber's annual "Innovator of the Year Award".

The award is for the person who has successfully introduced, through innovation and risk-taking, a new product or service or grown an existing product line through a unique approach.

"Being recognized by fellow hometown business leaders is one of the best of honors," Gindlesperger said upon receiving the award. "Our success at e-LYNXX Corporation is the result of our experienced team working together. We look at how things are done today, and then we look at how things could be done better given a different twist, a new paradigm or the advantage of enhanced technology. The end result is that we offer services to organizations that save them a significant amount of money. Major organizations throughout North America benefit from what we do, saving about 40% on what they purchase. These enormous cost reductions are real and are compared to prior costs using the most competitive method previously known, including spot bidding and reverse auctions."

Gindlesperger submitted his competitive procurement business methodology to the U. S. Patent Office in 1998 and after 10 years of in-depth reviews received U. S. Business Method Patent No. 7,451,106 on November 11, 2008. This business method patent is not simply the computerizing of an existing method. Rather, it is the invention of a novel process that had not been found anywhere in prior art when the patent application was filed.

Known as The Gindlesperger Method, the new methodology is a way for organizations to reduce significantly what they spend on commercial print, construction services, direct mail, labels, machined parts, marketing materials, product packaging, temporary staffing, textiles, transportation, trucking or anything else that requires specifications to be defined before the product or service is ordered.

The Gindlesperger Method is utilized on any computer-operated system and includes the following steps:
ENTER supplier attributes (e.g. production capabilities, location, quality, business status)
ENTER project specifications (e.g. requirements for production, location, quality, business status)
MATCH supplier attributes to project specifications (to determine sub-set of qualified suppliers)
SEND project specifications to sub-set of qualified suppliers
RECEIVE a bid response from at least one supplier

The opportunity for measurable cost reduction is enormous, since 6% to 30% of an organization's operating budget is typically spent on specification-defined goods and services. The Gindlesperger Method is typically implemented through a web-based computer system provided by a licensed third-party or by the buying entity itself licensing the business method.

"This creates a virtual pipeline to and from the buyer's own pre-qualified suppliers across the country," Gindlesperger said. "It eliminates the need for excess inventory, because it allows the buyer to control

precisely when and what to order, knowing that there are always pre-qualified suppliers in its network that are waiting for the opportunity to produce the product or service."

To support demand for the new methodology, e-LYNXX has formed the Patented Procurement Method division to license The Gindlesperger Method to buyers and third party procurement and system providers.

About William Gindlesperger

William Gindlesperger is a nationally recognized entrepreneur, inventor, author and consultant in print and procurement. He founded ABC Advisors and its successor, e-LYNXX Corporation, in 1975. Under Mr. Gindlesperger's leadership the firm has grown into the recognized profit enhancement leader. Print buyers and suppliers alike have benefited from his insight and innovation.



Mr. Gindlesperger has directed major in-plant studies in both the private and public sectors and he is highly regarded for his knowledge, advice and work on behalf of firms in matters pertaining to the U. S. Government Printing Office (GPO). He has testified before the U. S. Senate Committee on Rules and Administration regarding government print and procurement policy. He also has worked directly with numerous Congressional and Senatorial members and staff and has advised Congress on the development, operations and future of GPO print procurement and the federal print program in general. He was founder and the first chairman of Printing Industries of America's (PIA) PrintPAC (political action committee), and he has been recognized for his contributions to PIA and services to the printing industry.

Mr. Gindlesperger invented the methodology that optimizes cost reduction in the procurement of specification-defined goods and services. He has been granted two separate business method patents by the U. S. Patent Office, first for the competitive procurement of print and then for the competitive procurement of *all* specification-defined goods and services.

In addition to being named Innovator of the Year by the Chambersburg Chamber of Commerce, the chamber has honored Mr. Gindlesperger as Volunteer of the Year for his efforts in saving 3000 jobs at the Letterkenny Army Depot.

A native of Chambersburg, Pa., Mr. Gindlesperger is a graduate of Dickinson College.

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