

NEWS RELEASE

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William Gindlesperger Recognized as North American Procurement Leader
Named to Supply & Demand Chain Executive's Annual Pros to Know List

CHAMBERSBURG, PA – William Gindlesperger, founder, chairman and chief executive officer of e-LYNXX Corporation, has been selected by *Supply & Demand Chain Executive* for inclusion in its prestigious annual listing of top procurement leaders in the United States and Canada. He also was selected for this honor in 2010.

"To be among the handful of procurement providers in North America chosen by the editors of *Supply & Demand Chain Executive* is an honor that reflects on the entire e-LYNXX organization," said Gindlesperger. "Our AVS Technology™ -- the new procurement technology that we invented and patented -- is attracting nationwide attention. It is a technology that automates the selection of qualified vendors to bid on custom products and services. When used along with a set of best procurement practices, buying organizations are reducing by as much as half what they were paying for custom goods and services. They also are reducing inefficiencies, strengthening controls, increasing competitiveness and ensuring fairness in the process."



He added, "AVS Technology covers all custom goods and services that are ordered to precise and unique specifications and produced following confirmation of order. AVS Technology has universal application and is not restricted to any industry or area of spend management. Examples are direct mail, marketing materials, publications, commercial print, labels, packaging, creative services, temporary staffing, textiles, automotive and other machined parts, specialized tools, medical instruments, extruded products, transportation, trucking, construction services and many more."

"Our annual list of Provider Pros to Know highlights the many thought-leaders who are helping to shape the supply chain industry and advance supply chain as a respected discipline in the enterprise," said Barry Hochfelder, editor of *Supply & Demand Chain Executive*. "Their efforts in developing the tools, processes and knowledge base necessary for supply chain transformation, and in promoting new approaches to supply chain enablement, have earned them a place on this year's Provider Pros listing."

The full listing of the 2011 Pros to Know will be available in the February/March 2011 issue of *Supply & Demand Chain Executive* magazine and e-book beginning in early March and on the *Supply & Demand Chain Executive* Web site at SDCExec.com/2011Prostoknow.

A nationally recognized entrepreneur, inventor, author and consultant, Gindlesperger founded ABC Advisors and its successor, e-LYNXX Corporation, in 1975. Profit, non-profit and government organizations alike have benefited from his strategic insight and innovation that result in measured and substantial cost reduction.

He invented the automated vendor selection procedure -- the technology that is integral to e-commerce and optimizes cost reduction in the procurement of all custom and specification-defined goods and services. He has been granted a series of Automated Vendor Selection patents, including Patent No. 6,397,197, Patent No. 7,451,106, and post-Bilski Patent No. 7,788,143 (collectively, the "AVS Technology™").

Under Mr. Gindlesperger's leadership, e-LYNXX has grown into the leading print management and procurement licensing firm in North America. e-LYNXX has been exclusively endorsed by Printing Industries of America (PIA) and named PIA's "Best of the Best Workplaces in America". e-LYNXX has also been named one of the top 100 procurement firms in North America by *Supply & Demand Chain Executive* magazine.

Gindlesperger said his firm handles more than 200 on-going consulting assignments at any given time. Among its contracts is one with Educational & Institutional Cooperative Purchasing (E&I) to assist colleges, universities and other institutions nationwide with procurement and spend management.

Gindlesperger has testified before the U. S. Senate Committee on Rules and Administration regarding government print and procurement policy. He has worked directly with numerous Congressional and Senatorial members and staff and has advised Congress on the development, operations and future of government procurement.

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

About e-LYNXX Corporation

e-LYNXX Corporation patented the technology integral to e-commerce. Endorsed by Educational & Institutional Cooperative Purchasing (E&I) and Printing Industries of America (PIA), e-LYNXX drives results through its three divisions. • AVS Technology™ licenses the patented* automated vendor selection procedure used in e-commerce and procurement systems. • American Print Management provides web-based system, services and patented AVS Technology™ to reduce substantially the procured costs of direct mail, marketing, publications, packaging, labels and other procured print. • Government Print Management offers effective U.S. GPO bid services and strategies. www.e-LYNXX.com – 888-876-5432

*U. S. Patent No. 6,397,197, Patent No. 7,451,106, post-*Bilski* Patent No. 7,788,143, and Continuing Application 12/855,423 (collectively, the AVS Technology™) – This thicket of patents covers all custom goods and services, not just print. To inquire about licensing, contact Anthony Hawks at 888-876-5432 or Michael Cannata at 905-773-2207.

About *Supply & Demand Chain Executive*

Supply & Demand Chain Executive is the executive's user manual for successful supply and demand chain transformation, utilizing hard-hitting analysis, viewpoints and unbiased case studies to steer executives and supply management professionals through the complicated, yet critical, world of supply and demand chain enablement to gain competitive advantage. *Supply & Demand Chain Executive* is a publication of Cygnus Business Media. On the Web at www.SDCExec.com and on smartphones and tablets at www.SDCExec.com/mobile.

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