

Thursday, September 2, 2010

FOR IMMEDIATE RELEASE

POSIFLEX – CHANNEL COMMITMENT THROUGH AN EXPERIENCED SALES TEAM

Posiflex has dramatically raised its ongoing commitment selling to, through, and with the channels. Besides boosting Posiflex's awareness in the retail and hospitality verticals through fully integrated marketing campaigns and partnership opportunities, Posiflex has created the largest sales team in our history to fully manage partnerships with our valued customers.

Doyle Ledford, VP of Sales, "The new sales team has extensive experience in the POS industry and understands the channels business; I am confident we will continue to forge strong partnerships with our channel partners. All parts of the nation and Canada now have a dedicated Regional Sales Manager that they can count on, to provide excellent support to your business."

We are proud to introduce the new Posiflex Sales Team:

Michael Calderwood - Regional Sales Manager (SW)

Office/Cell: 510.861.8638

Michael.Calderwood@posiflexusa.com

Areas of coverage: California, Arizona

Possessing over 30 years of experience in Channel and Direct Sales in Technology and the POS industry, Calderwood is glad to apply his experience and expertise to make a significant contribution for Posiflex on the West Coast. His strengths lie in establishing and managing Channel Sales for the West Coast, and securing rollouts from numerous National Chains headquartered in the West. Calderwood's previously held positions include National Sales and Marketing Manager for Sanyo, and within TEC America, the positions of General Manager, National Sales Manager and Major Account Sales Representative.

David Greene - Regional Sales Manager (NE)

Office/Cell: 510.931.9788

david.greene@posiflexusa.com

Areas of coverage: Arkansas, Wisconsin, Michigan, Indiana, Ohio, Pennsylvania, New York, Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont, Maine

Greene brings to Posiflex an extensive experience in Sales, Marketing and Management. His in-depth knowledge of Enterprise Point of Sale software for both hospitality and retail markets makes him a greatly valued team member. His dedication towards his customers can be testified in the strong partnerships that he has built in the industry throughout his career. With over 30 years of experience spanning both in managing a dealership and being a manufacturer's representative, our customers can be certain that they are working with a committed Regional Sales Manager who is eager to help their business succeed.

Brian Oetgen - Regional Sales Manager (SE)

Office/Cell: 510.931.9728

brian.oetgen@posiflexusa.com

Areas of coverage: Texas, Louisiana, Kentucky, Tennessee, Mississippi, Alabama, Georgia, North Carolina, South Carolina, Florida, West Virginia, Virginia, Maryland, Delaware

Oetgen began his career in the industry nearly a decade ago as the 1st Posiflex Business Development Manager at BlueStar, one of Posiflex's four distributors. Having that experience in managing the Posiflex line, as well as multiple other point of sale hardware and software lines, gives Brian a strong understanding of the needs of our resellers, ISV, and distribution partners. Oetgen's previous experience with Toshiba provided him with additional experiences from the manufacturer viewpoint to pay attention to what the industry demands, and work towards meeting those demands. He embraces this opportunity to work for Posiflex and its partners, and is proud to represent a strong, reliable product line that gave him get his head start in this industry.

John Munoz - Regional Sales Manager (NE)

Office/Cell: 510.862.3618

John.Munoz@posiflexusa.com

Areas of coverage: Washington, Oregon, Idaho, Montana, Wyoming, North Dakota, South Dakota, Nebraska, Minnesota, Iowa, Illinois, Missouri, Kansas, Oklahoma, Colorado, New Mexico, Utah, Nevada, Hawaii, Alaska

Having been in sales career that is now into its 30th year, his experience covers 9 years in distribution sales and 20 years as a direct manufacture sales representative in the POS industry for Epson America Inc and Pioneer Standard Electronics. Munoz has a track record of selling to top Value Add Resellers representing the best of breed products in the industry. He brings to Posiflex extensive Reseller & ISV Relationships in the Retail, Hospitality and Banking market place. Sales is part of Munoz's DNA and he was enthusiastically quoted "I love to sell! People buy from people so I firmly believe in a strong relationship with the customer."

Bob Tintner - Regional Sales Manager (Canada)

Office/Cell: 510.432.7683

bob.tintner@posiflexusa.com

Areas of coverage: Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland & Labrador, British Columbia, Alberta, Saskatchewan, Manitoba

He brings over 25 years of Sales and Marketing experience to Posiflex. Having held management positions with several of the most recognized POS hardware and software manufacturers; Tintner prides himself on being able to address challenging opportunities and educating both channel partners and end users to help them achieve their goals. Tintner's experience encompasses business development of Fortune 100 accounts and management and growth of distribution channels.

Joseph Zielinski - Major Account Manager

Office/Cell: 510.432.7784

joseph.zielinski@posiflexusa.com

Having twenty years of POS sales, marketing and account-management experience in the hospitality and retail sector, Zielinski's diverse direct and channel experiences will be truly beneficial to the Posiflex team. Zielinski possesses an exceptional knowledge base of POS end-user evaluation and purchasing criteria not only for touch-technology hardware solutions, but as well as software and service solutions. He has also managed major accounts such as McDonald's and YUM! Brands.

Ron Chan, Director of Marketing, notes "Posiflex has demonstrated significant strength especially in the hospitality vertical supporting its ISV, Distributors and Reseller partners. We realize that in order to grow all our collective businesses in these challenging times, getting in front of the customers to create awareness and demand generation is critical. Hence the need for a strong sales team."

Within this team is a treasure chest of POS sales experience and a vast understanding of the Industry. Their combined experience explicitly understands the channel business and we are confident they know how to work with our partners to make their business succeed. Posiflex is now geared with an energetic sales team to take POS selling to the next level.

Contact:

Ron Chan, Director of Marketing

Posiflex Business Machines

ron.chan@posiflexusa.com

Tel: 510-401-5894

About Posiflex

Posiflex has four primary objectives - provide revolutionary technology, reliable quality, reasonable pricing and recognized service. As a 25 year design and manufacturer of Point-of-Service (POS) and industrial touch terminals, Posiflex has over 30 patents awarded for innovative design as a POS pioneer, and leader. In partnership with software application companies, Posiflex's products are sold worldwide through VARS and distributors to various vertical industries. Posiflex's comprehensive suite comprises of a wide range of peripherals, terminals ranging from small footprint electronic cash register replacements, to POS terminals, to robust back office file servers in our two ISO 9001/9002/14001 certified facilities.