



FOR IMMEDIATE RELEASE

**SupplyPro Hires Award-Winning Chief Technology Officer, Michael Reynolds,
to Lead Development Initiatives**

Reynolds Hiring Ushers in New Development Era for SupplyPro

SAN DIEGO – April 13, 2011 – SupplyPro, the premier provider of Point-of-Use (POU) inventory management solutions, today announced the hiring of Michael Reynolds as the company's new Chief Technology Officer. This is in response to SupplyPro's 42% growth in 2010 and the company's 2011 focus to dedicate extensive resources to software and device development in 2011-2012.

Reynolds, a software industry veteran, most recently CTO/Co-founder of ZapAV, Inc. has been responsible for providing leadership for software engineers and IT professionals in online retailer environments for 12 years, netting award-winning development accolades from Deloitte & Touche, Forbes and CIO Magazine. Additionally, as a former Marine and Intelligence Analyst for the security division of the Joint Chiefs of Staff and National Security Agency, Reynolds brings a wealth of organizational expertise for running diverse development initiatives.

"The addition of Mike Reynolds to our executive team underlines our commitment to being the development leader in this space," said David J. Simbari, President and CEO of SupplyPro, Inc. "He has proven expertise in managing the design, build, and rollout of new product that is essential to our stated goal of introducing several product initiatives that are currently in development. We needed a leader for this division who had the process experience for the development and implementation of both customer centric and corporate technologies and I am confident that Mike is going to make significant impact on the successful rollout of both to our customers. We have truly entered a new development era for SupplyPro."

About SupplyPro – Simplicity that Delivers

SupplyPro, Inc. is the premier provider of Point-of-Use (POU) inventory management solutions with over 5,000 installations in 39 countries. Our solutions bring proven simplification to the distribution and management of MROP, safety and tooling supplies at the work cell. They are easily adaptable to customers' business environments to deliver the industry's highest return on investment. SupplyPro is the industry-leader in interfacing with existing ERP and supply chain systems. For more information, visit www.supplypro.com, email info@supplypro.com or call 1.513.671.4933 x 107.

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