

## Media Release

# Promax expands operations into North America

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Atlanta, USA – April 27, 2010 - Promax ([www.promaxtpo.com](http://www.promaxtpo.com)) Trade Promotions solution specialist, today announced the appointment of Pat Zalewski as Vice President Professional Services & Support, North America.

With more than 20 years experience in the technology arena, Pat possesses a unique combination of global experience merging technology with business operations to deliver high quality solutions in various environments including consumer goods, healthcare, insurance and government industries.

Amongst Pat's notable achievements is his unique ability to forge strong business relationships and customer loyalty, spearhead key business development strategies and achieve exceptional client satisfaction levels.

Having started his career in Operations and Senior Project Management roles, Pat is a former graduate of Edinboro University of Pennsylvania. Prior to Promax, Pat held senior management positions in global software enterprises focussing on Client Engagement for FMCG companies implementing Trade Promotions Management (TPM) and retail execution solutions.

This wealth of knowledge, management skills and experience in the North American market will be invaluable in supporting the Promax world class Trade Promotions Management, Trade Promotions Optimization and Volume Planning solution.

Don Nicol, CEO and co-owner of Promax Applications Group, said "We are very pleased to welcome Pat to the Promax team at this exciting time in the company's global growth. Pat's tenacious drive, proven track record in client engagement together with his ability to understand and support the challenges faced by FMCG companies aligns perfectly with Promax's philosophy of forging strategic partnerships with our valued customers".

Pat commented "I am very excited about joining Promax as it expands into the US market. Promax is a true thought leader in the Trade Funds Management and Volume Planning domain offering an extremely intelligent, high performance and scalable solution which has been quickly embraced by trade marketers globally, providing them with a rapid return on investment".

### About Promax



Promax Applications Group (PAG) is a world-leading specialist in trade promotion planning, management, and optimization solutions. With headquarter operations based in Australia and offices now in Central Europe, the United Kingdom and North America, PAG boasts an impressive stable of global consumer goods companies such as Kraft, L'Oreal, Heinz, Johnson & Johnson, Beiersdorf, Schwarzkopf and many others. Our solutions are the result of more than twenty years experience working in close collaboration with leading consumer goods manufacturers, retailers and distributors.

The Promax solution, including Promax® PX and Promax® AnalytX, has been designed to allow a seamless, automated process to Track, Predict and Optimize promotions and trade spend. It incorporates the most sophisticated tools to maximize a client's return on trade spend investment, and deliver optimal outcomes for retail partners.

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