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Contact: Susan D. Wagner, Managing Partner, On Target Communications, 508.459.0612,
sdschwagner@earthlink.net

Ron Southard, CEO, SafeSourcing, 866.623.9006, marketing@safesourcing.com

SafeSourcing® Celebrates First Anniversary

Company lives up to its goals of significant savings, increased safety, security and environmental controls in retail procurement

(Scottsdale AZ) –

SafeSourcing®, the one-stop e-procurement shopping center developed by retail professionals for retail professionals, celebrates its first anniversary and its worldwide expansion. Founded to revolutionize the retail procurement industry as well as address growing global concerns over safety, security, and eco-friendly issues, Safesourcing has delivered on the buzz generated during its launch.

In this extremely tough economic climate, SafeSourcing has delivered a remarkable 20% or greater rate of savings to customers and business partners through its efficient and comprehensive e-procurement tools and programs. As the company continues to steadily expand its client base, SafeSourcing products are now being used in both North America and Asia.

SafeSourcing's professional services division, which supports the SafeSourceIt™ product family, is thriving as well. The company has overseen the delivery of many e-negotiation training sessions in the United States and Asia where the company's multi-lingual application is running in both English and Kanji.

During the company's first year, its website www.safesourcing.com was heavily trafficked with 40,000 visits resulting in over 7.1 page views per visit with the average visit lasting greater than 6 minutes. These visits were generated from over 60 countries with a relatively low bounce rate of 30%.

SafeSourcing CEO Ron Southard stated "This activity clearly indicates that there is a wide level of interest in SafeSourcing approach to supporting companies Corporate Social

Responsibility programs (CSR) with our safety and environmentally focused best practices that support e-negotiation and cost reduction in today's world.”

The company is also deeply committed to its original goal to give back to the global community, “In support of SafeSourcing safety and environmental focus areas as well as our corporate commitment to give back, Safesourcing is very proud to have been able to donate 1000 immunizations for the children of Haiti where almost a third of Haitians have no access to safe drinking water which can result in disease and a high death rate for children,” explains, CEO Ron Southard.

Since Safesourcing launched during May of 2008, the SafeSourcing tools have also continued to see continual growth. Accomplishments include:

- SourceBook the industries first professional social network for procurement and supply chain professionals is now in use by many industry professionals.
- The Safesourcing Wiki has grown to include thousands of procurement terms and definitions.
- Daily safety alerts that take the viewer directly to the source of the alert have been an invaluable industry resource during the many food borne illness scares in the last year.
- The daily SafeSourcing blog has over 250 posts relative to safety, environmental focus and e-negotiation best practice information for procurement professionals.
- The SafeSourceIt™ North American Supplier Database which was launched with over 95,000 retail focused suppliers and their safety certifications and has now grown to global database with over 300,000 suppliers.
- The sourcing template library has grown to a population of hundreds of templates making difficult product specifications easy to find.
- The simplicity of SafeSourceIt™ e- negotiation tools have driven average customers savings to greater than 20%.

Despite the success of the company's first year, SafeSourcing is committed to continuing to revolutionize the world of retail procurement. The company's continuing mission is to provide information and services to customers through easy to use e-negotiation tools that pro-actively support consumer safety and environmental standards in the global supply chain.

For more information, visit www.safesourcing.com, call toll-free 866.623.9006, or email marketing@safesourcing.com.

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