

**For Immediate Release** May 12, 2008

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## ***SafeSourcing® Delivers Simplicity, Savings, and Security***

### ***Innovative New e-Commerce Firm Revolutionizes Procurement***

(Scottsdale AZ) – In an effort to address growing concerns over safety, security, and eco-friendly issues within the retail procurement industry, a new resource has been formally launched. With headquarters in Scottsdale AZ, SafeSourcing® is a one-stop e-procurement shopping center developed by retail professionals for retail professionals. Specializing in efficient and comprehensive tools and programs, SafeSourcing strives to turn the e-procurement process into a highly productive and more profitable endeavor.

*“We are providing a world-class e-procurement solution that provides an immediate source for high quality, safe, and eco-friendly procurement with minimal investment,”* said Ron Southard, CEO of SafeSourcing. *“We also have the largest retail supplier database in North America, with over 95,000 suppliers.”*

SafeSourcing’s mission is to provide information and services to customers through e-procurement tools that proactively support consumer safety and environmental standards in the global supply chain. SafeSourcing will also drive increased efficiency and improve profitability for their customers while providing superior value for all stakeholders. The Company is so committed to proactively supporting safety and environmental standards in the global supply chain that they will donate 10% of net profits to retail education and green and safety initiatives.

Visitors to the SafeSourcing web site ([www.safesourcing.com](http://www.safesourcing.com)) will no longer need to look elsewhere for their e-procurement needs. A key feature of the new firm’s site is the ultimate buyer’s tool – *a simple-to-use, next generation reverse auction*. During the reverse auction process, sellers are enabled to try to meet the specific needs of a purchaser by underbidding their competitors within an allotted time period. Auction events can literally be set up in

minutes, creating a significant efficiency improvement over traditional offerings. While history demonstrates that in selected categories, buyers have saved as much as 30-40%, recent studies show that just a 5% saving in procurement costs, translates into an effective increase in sales growth of 30%.

What's more, the SafeSourcing site includes the progressive *SafeSourceIt™*, a high-quality, North American, 95,000 retail focused-Supplier Database specifically designed for ease-of-use, which includes safety and eco controls *and is the largest of its kind in North America*.

Additionally, SafeSourcing offers *Safety in Sourcing*, a blog with daily updates and comments from procurement peers; *Sourcing WIKI*, a glossary which includes hundreds of procurement terms and definitions; *Sourcebook*, a first-of-its-kind professional social network for procurement pros; and daily Safety Alerts from the USDA, FDA, ISO, and other standards-creating agencies.

*“As our technology advances, new companies are given the tools to do business in a better, smarter, more streamlined and cost effective way,” continued Southard. “SafeSourcing is one of those companies and delivering these advances to the procurement community is why we are here.”*

#### About Ronald D. Southard, President and CEO

Ron is the founder and principal of SafeSourcing and has more than 30 years of experience working in the retail industry. Previously, he was the President and CEO of Intesource, an Internet-based spend management company. Additionally, Ron served as the Executive Vice President at Trax Retail Solutions. He began his career in retail management, which led to the next 25 years serving NCR Corporation, eventually rising up the ladder to Vice President and General Manager of the NCR Global Checkout Software business unit.

He holds a Bachelor of Arts degree and Bachelor of Science degree from Bridgewater State College in History and Psychology, respectively, and has also completed certificate programs at the American School of International Management. Additionally, Ron is a certified inventory management specialist.

He has been featured recently on General Norman Schwarzkopf's "World News Review" on CNBC, Sky Radio on all major airlines, and was newly honored as one of the industry's "2007 Pro's to Know" by *Supply & Demand Chain Executive Magazine*.

For more information, visit [www.safesourcing.com](http://www.safesourcing.com), call toll-free 866.623.9006, or email [marketing@safesourcing.com](mailto:marketing@safesourcing.com).

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