

For Immediate Release

Synq Solutions Enhances Management Team with New Vice President of Sales and Marketing and Chief Technology Officer

New Senior Executives Bring Strategic Expertise Aimed at Growth in Quick Service Restaurant (QSR) and Retail Markets

February 27, 2009, Atlanta —Synq Solutions, the nation's premier provider of merchandising and promotional support programs serving the quick service restaurant (QSR) and retail markets, announced today that it has strengthened its overall management team with two key executive hires: Glenn Haertel as Executive Vice President of Sales and Marketing and Patrick Baca as Chief Technology Officer.

The new hires reinforce the company's strength of consistently delivering promotional and marketing success for clients in both QSR and retail spaces. Mr. Haertel and Mr. Baca bring success in both business growth and implementing innovative technology solutions.

"With these new hires we can successfully expand our reach into the retail and QSR markets and enhance our current offerings," said Mike Snyder, Chief Executive Officer, Synq Solutions. "Mr. Haertel and Mr. Baca bring a deep proven track record that will help us develop and execute innovative strategies for our clients."

Previously serving as Vice President of Sales at SynQuest, where he managed domestic and international sales operations, Haertel will lead the Synq Solutions sales team and play a critical role in expanding the overall business. In addition, he will bring new ideas and initiatives to the company that will enhance its merchandising and promotional support programs that provide measurable results for clients.

As Chief Technology Officer, Patrick Baca will play a pivotal role in developing innovative technologies and enhancing customer applications that bring added value to the client while creating new sales and revenue opportunities for the company. Mr. Baca will also create programs for strengthening Synq Solutions offerings by incorporating customer feedback and market trends in overall technology development. Mr. Baca previously held executive leadership roles developing business intelligence technology solutions for small business service provider Intuit as well as Sage Software.

About Synq Solutions

Synq Solutions is the nation's premier provider of merchandising and promotional support programs serving the quick service restaurant and retail markets. Synq Solutions' technology platform and national print and fulfillment capabilities enable the rapid execution of marketing innovation by efficiently delivering precise, synchronized, and relevant campaigns to each location – returning maximum impact and value for each promotional dollar invested. Synq Solutions operates facilities in both Atlanta and Las Vegas to service the needs of its regional and national clients. For more information about Synq Solutions, visit www.synqsolutions.com.

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