

FOR IMMEDIATE RELEASE

CONTACT:

Scott Drake

Synq Solutions

Phone Number

FAX Number

Email Address

www.synqsolutions.com

Synq Solutions names Michael Snyder as Chief Executive Officer

December 18, 2008, Atlanta, GA—Synq Solutions, the nations premier provider of merchandising and promotional support programs, has appointed Mike Snyder as Chief Executive Officer. Prior to his appointment as CEO, Snyder served as CFO at the company for two years. As CFO, Snyder initiated a shift in the company's focus by emphasizing its core competencies. As CEO, Snyder plans to expand this strategy by concentrating on the technology applications that currently enable the company to annually print, manage and ship over three million unique orders containing over 40 million pieces to thousands of locations around the world at a 99.9 percent accuracy rate –a track record unmatched by any other company in the industry.

"Mike was a natural choice for CEO," said Carter Pope, Synq's former CEO and current board member. "During his two years as CFO, he quickly learned our business, demonstrated the ability to develop and communicate a strategy that reflected the needs of our marketplace, attracted new leadership to our sales and technology sectors, and ensured the execution of company goals. These skills will serve him well as CEO."

In his new role, Snyder plans to focus on its technology and operational capabilities to further the company's market leadership in the area of personalized messaging and promotional support. Snyder says that being able to market to local interests, tastes and price points without sacrificing corporate branding standards is a challenging task for many companies. He added, "At Synq Solutions, we leverage technology and production processes to allow our clients to deliver individualized messages. Whether they include thousands of unique combinations of in-store marketing materials as part of a national promotion or a customized point-of-purchase piece supporting an event in the local community, we manage these complex processes so our clients can focus on growing their businesses."

About Synq Solutions

Synq Solutions is the nation's premier provider of merchandising and promotional support to some of the most recognized and respected brands in the world. Synq

integrates proprietary database and order management technology with customized print production, fulfillment and distribution solutions to reduce cost while increasing agility and speed to market. Synq operates facilities in both Atlanta and Las Vegas to service the needs of its regional and national clients.