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## SYSTEMAX INTRODUCES NEW APPOINTMENTS AND HIRES

It was announced by Systemax Inc. today that the company has appointed Perminder (Pim) Dale as its Chief Executive of the European Technology Products Group and has promoted Bob Dooley to the President of Global Industry. These two positions are newly created by the company with an effort to strengthen the leadership structure it has in Europe. Another announcement from the company states that Scrib Dailey was promoted to Vice President, Operations of Global Industrial and that Sally Buffkin was appointed to Vice President, Human Resources for the North American Technology Products Group. The Chairman and CEO of Systemax, Richard Leeds, released the following statement regarding the appointments and promotions: "On behalf of our Board of Directors and employees, I'd like to welcome Pim and Sally to Systemax and congratulate Bob and Scrib on their promotions. All are experienced executives and proven leaders within their respective industries. With 20 years of IT industry experience, including 15 years at Dell Computer Corp., Pim is a seasoned manager with an extensive background in sales, marketing, finance, service/support and operations. He has a successful track record of building high growth businesses across multiple international geographies. Under Pim's leadership, we believe our European Technology Group will continue to execute on its strategic initiatives and become an even stronger competitor in the markets in which it participates. Bob is a long time Systemax employee who has provided years of exemplary leadership to our company and is a great fit to continue to build on the notable success of our industrial products business. Within Bob's most recent position as Vice President of Marketing and e-Commerce for Global Industrial, he has been essential in building out the e-Commerce assets that are now its largest and fastest growing sales channel. In addition, Bob has played critical roles in a number of our key acquisitions. We look forward to benefiting from the strong management skills he brings to this new position." Dailey has been with Systemax since 1985, serving in a variety of roles, the most recent was as General Manager of Global Industrial's Buford, Georgia and Las Vegas, Nevada facilities. These two areas include distribution and call centers for the company. Scrib will be working closely with Dooley and other members of the Global Industrial's leadership team in an effort to manage the North American operations of the company. Buffkin previously worked as the Director of Human Resources for American Express. Prior to that job, Buffkin worked in human resource positions at Starbucks, Home Depot, Best Buy, Target and Cargill. Buffkin will be working in close relation with Dave Sprosty and other employees in the North America Technology Group in her new role with Systemax.

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