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FORMER BEST SOFTWARE EXECUTIVE APPOINTED TO TRUECOMMERCE BOARD

PITTSBURGH... Robert Skinner, former executive vice president of sales and professional services for Best Software, has been appointed to the board of directors of TrueCommerce, which provides end-to-end Electronic Data Interchange (EDI) solutions that enable small and mid-sized companies to conduct business with mass merchants such as Wal-Mart and The Home Depot.

“It’s the right time for EDI for the mid market,” Skinner said. “TrueCommerce is positioned to be the dominant player in this market because they deliver the right product, combined with the right partners and right integration. TrueCommerce has great potential to capitalize on this marketplace opportunity.”

At Best Software, Skinner’s responsibilities included growing business to the complex middle market (organizations with between 50 and 1,000 employees). Unlike the relatively defined sales channels for high end and low end customers, the middle market, according to Skinner, requires “a lot of creativity.”

“The middle market demands a matrix way of selling, finding the right combination of defining the best way to go to market for each product set,” Skinner said. “I experimented in plenty of sales and marketing models while at Best until I found a balance between channel and direct that maximized marketplace penetration. I’ll bring this experience to TrueCommerce.”

“We are excited to have Bob Skinner on our board of directors,” said George McKee III, president and CEO, TrueCommerce. “We believe that the strength of TrueCommerce’s board has been a key driver in the rapid growth of the organization. Having someone with Bob’s experience and proven success helping to guide us will only accelerate that growth.”

During Skinner’s eight years with Best Software sales grew by \$90 million, eventually topping out at \$100 million in 2000. Skinner left the organization that same year after its sale to Sage for \$465 million. In his current position as vice-president of Global Sales, Professional Services and Marketing for Vastera, Skinner oversees a global sales and implementation workforce.

Skinner’s term on the TrueCommerce board is open-ended.

About TrueCommerce

TrueCommerce is a Pittsburgh-based EDI solutions provider founded in 1995. From the beginning, the company vision has been to provide small to mid-tier companies with a comprehensive, end-to-end solution that is easy to implement and fully integrates with their accounting or business software. By leveraging the ubiquity of the Internet, TrueCommerce is able to offer a patent-pending solution that is affordable and a more efficient alternative to traditional VAN-based EDI systems. TrueCommerce customers exchange over 6 million EDI transactions annually within a variety of industries, ranging from banking, hardware, grocery, mass merchandising, healthcare and government. For more information on TrueCommerce please visit the following website: www.truecommerce.com.

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