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## **RATEX Business Solutions Expands Staff, Announces Promotions as Company's Growth Continues**

*Former QVC Executive Pat Rodgers  
Joins Fast-Growing Collegiate Retailing Systems Developer to  
Lead the Company's Information Technology Team*

**Plymouth Meeting, PA, March 3, 2010**—RATEX Business Solutions, Inc. (RBS), the leading independent provider of powerful technology and expert management services to college and university stores, announced today that Pat Rodgers has joined the company as Vice President of Information Technology. The position is a new one created to support the company's aggressive plans for growth and the ongoing expansion of its software and e-commerce solutions. In addition, two long-time RBS employees have been promoted: Mario A. DiMascia is now Vice President of Sales and Marketing and Jeff Zayicek will serve as Vice President of Customer Service.

Rodgers previously served as Vice President of Applications Development at QVC, Inc., a \$7 billion, global, multichannel retailer. She holds an M.B.A. from Villanova University and a B.S. in Mathematics from Cabrini College and is certified as a Project Management Professional (PMP). During her tenure at QVC, Rodgers directed the design of a world-class customer relationship management (CRM) system that won the 2001 *CIO Magazine* Award for Software Innovation.

In her new position, Rodgers will lead the Product Development and Technical Operations teams as RBS expands and enhances the IT platform upon which its software applications, website, financial systems, and hardware/telecom are based. She will also work closely with Tom Whitmore, Director of Product Development, who will now be able to use his considerable expertise in developing software and hardware installations, IT support, and client software integration to spearhead new capabilities and enhancements for RBS products.

“Pat's proven leadership experience in IT systems design, development, implementation, and support will enable us to continue to provide our customers with the industry's most innovative retail system solutions,” said Jere Warner, RBS President and CEO. “She also has the skills to manage implementation and large deployment of e-commerce solutions for our clients, an area of significant focus for our company as we expand our client base and enhance the capabilities of our popular and powerful software products.”

“RBS is poised for growth and I’m looking forward to putting in place the best practices in information technology to support that growth,” added Rodgers. “The collegiate retailing industry is facing some competitive challenges and we have a unique and exciting opportunity at RBS to build solutions that help stores address those challenges.”

In his role as Vice President of Sales and Marketing, Mario A. DiMascia will direct all marketing and sales efforts for RBS products and solutions. DiMascia, who joined the company more than 16 years ago, has in-depth knowledge of the needs of collegiate retailers and extensive experience in helping college stores use technology to improve their business operations. DiMascia attended La Salle University in Philadelphia, PA.

As Vice President of Customer Service, Jeff Zayicek, who has been with RBS for 21 years, will manage the daily functions of the company’s software maintenance, client training, installation project management, accounting, and client software support groups. He is also responsible for the company’s HR functions, from benefits administration and payroll to the implementation of compliance programs. Zayicek earned a B.A. in Computer Science from the State University of New York at Oswego.

To learn more about RBS, go to [www.ratex.com](http://www.ratex.com) or call **(800) 417-2839**.

### **About RATEX Business Solutions**

RATEX Business Solutions, Inc. (RBS) provides expert business consulting services, technology, and training programs to many of the largest and most successful independent college stores in North America. The company is owned by the Collegiate Retail Alliance, an organization of leading independent college stores, and is dedicated to delivering innovative solutions that support the best business practices in collegiate retailing.

RBS’ flagship product is VisualRATEX™, the industry’s most comprehensive retail management system. VisualRATEX integrates all store operations, including EDI, inventory management, retail accounting, e-commerce, and point-of-sale, and is the only store management solution designed in partnership with independent college retailers.

For more information about VisualRATEX and RBS, call (800) 417-2839, e-mail [sales@ratex.com](mailto:sales@ratex.com), or go to [www.ratex.com](http://www.ratex.com).

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