



PRESS RELEASE

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For Immediate Release
April 8, 2008

MULLEN APPOINTED TO STRATEGIC MARKET ALLIANCE (SMA) BOARD

Oak Brook, Illinois... Strategic Market Alliance (SMA) Chief Executive Officer Richard G. McGann announces that James Robin Mullen has been appointed to the Board of Directors of SMA.

“On behalf of the Board and SMA organization, we are pleased to welcome Robin into the SMA organization,” said McGann. “In his capacity as Director, Robin will provide counsel to SMA relating to strategic direction and initiatives relevant to the enhancement of the organization and connectivity among stakeholders. He brings a unique perspective on our industry, accredited accomplishments and a highly regarded reputation that will serve SMA well as we continue to develop our organization.”

Mullen is currently the president of Nextep Partners LLP, a consulting concern formed to assist wholesale distribution and manufacturers address today’s issues and challenges. Prior to forming Nextep, he served as the President/CEO of AFFLINK, and has held various senior executive roles during his four decades of service in manufacturing and distribution.

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