

## **That Fish Place/That Pet Place Experiences Immediate Efficiencies With “Go Live” of ProfitCenter Software**



Uniondale, NY – January 16, 2007 — ProfitCenter Software Inc. (PCS), a wholly owned subsidiary of Systemax Inc. (NYSE: SYX), and a provider of web-based multichannel direct marketing software, announced that That Fish Place/That Pet Place is “live” on the PCS Profitability Software Suite™ delivered through PCS’ on-demand service model for all sales channels and departments of their company.

“The PCS implementation team took the time to learn our business and built a methodology that was executed specifically for us,” stated Scott Lebowitz, President of That Fish Place/That Pet Place. “PCS made sure we had a manageable schedule, and we are kicking off 2007 with a solution that will help us grow in an ever increasing competitive marketplace,” added Lebowitz.

“We have already seen efficiencies with PCS in our retail store operation,” stated Rick Amour, Vice President of That Fish Place/That Pet Place. “The retail cashiers are getting extremely fast on the POS, they are doing 3 transactions on PCS for every 1 they did on our legacy system.”

According to Amour, That Fish Place/That Pet Place chose PCS because of its scalability, ease of use, and depth and breadth of multichannel marketing functionality. That Fish Place/That Pet Place had been using a variety of systems to manage their multichannel marketing company. Management decided to move to an integrated end-to-end solution to streamline processes, increase efficiencies, and completely link all aspects of their business together with a single system to better serve their customers.

“PCS provides direct marketing companies with the broadest set of functionality unprecedented in the retail industry and supports executives in their strategic decision making on future directions for their business,” stated Matthew Ehrlich, President and CEO of ProfitCenter Software. “We are delighted that That Fish Place/That Pet Place has gone live with PCS and can already see efficiencies within their organization. We will continue to deliver results throughout our client base and help move them into leadership positions within each of their respective marketplaces.”

PCS’ Profitability Software Suite™ is a unified solution that enhances a direct marketing company’s bottom line, while eliminating the costs and complexities of traditional technologies. The PCS full featured SaaS (Software as a Service) on demand solution runs all aspects of a multichannel direct marketing business. Through sales, fulfillment, accounting functionality and more, PCS empowers companies with the ability to automate and manage the full range of business information necessary to completely support their customers.

### **About ProfitCenter Software Inc.**

ProfitCenter Software Inc. (PCS) ([www.profitcenter.com](http://www.profitcenter.com)) is a leader in web-based, on demand automation software for multichannel merchants and direct marketers. The company’s Profitability Software Suite™ is the first integrated, scalable suite of applications designed to directly enhance a company’s bottom line. Through sales, fulfillment, accounting functionality and more, PCS empowers companies with the ability to automate and manage their entire customer life cycle and run their whole business off a web browser. PCS is a wholly owned subsidiary of Systemax Inc. (NYSE: SYX) ([www.systemax.com](http://www.systemax.com)), a Fortune 1000 direct marketing company, which employs a system of branded e-commerce web sites, direct mail catalogs and relationship marketers to sell PC hardware, related computer products, consumer electronic products and industrial products in North America and Europe. PCS is headquartered in Uniondale, NY with additional operations in Port Washington, NY, New York, NY and Boca Raton, FL.

### **About That Fish Place/That Pet Place**

That Fish Place/That Pet Place based in Lancaster, Pennsylvania, has served pet owners for over 32 years. With all that experience and expertise, they set the standard for mail order aquarium and pet supplies. They also set the standard for expert aquatic advice with six on-staff marine biologist. With a 110,000 square foot retail store and a massive distribution center stocking over 15,000 top quality brand name pet products, no one has a wider selection. Most orders are promptly shipped within 24 hours. Customers are sure to find everything they need from a name

they can trust, That Fish Place/That Pet Place, the largest pet store in the world. For more information on That Fish Place/That Pet Place visit

**Forward-looking statement:**

This press release contains forward-looking statements about the company's performance. These statements are based on management's estimates, assumptions and projections and are not guarantees of future performance. ProfitCenter Software Inc. and Systemax Inc. assume no obligation to update these statements. Actual results may differ materially from results expressed or implied in these statements as the result of risks, uncertainties and other factors including, but not limited to: (a) unanticipated variations in sales volume, (b) economic conditions and exchange rates, (c) actions by competitors, (d) the continuation of key vendor relationships, (e) the ability to maintain satisfactory loan agreements with lenders, (f) risks associated with the delivery of merchandise to customers utilizing common carriers, (g) the operation of the company's management information systems, and (h) unanticipated legal and administrative proceedings. Please refer to the Forward Looking Statements section contained in Systemax Inc.'s Form 10-K for a more detailed explanation of the inherent limitations in such forward-looking statements. Product or service names mentioned herein are the trademarks of their respective owners.

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