

Ability Commerce Names Patrick Reineke Director of Technology

For Immediate Release

Delray Beach, FL, May 19, 2008 – Ability Commerce, ecommerce software developer and solutions provider for the direct marketing industry, has appointed Patrick Reineke as Director of Technology for the Delray Beach, Florida-based company.

Reineke's appointment continues Ability Commerce's expansion of technology staff to support its next generation ecommerce software and accounting integration software solutions.

Reineke has 25 years of IT experience with 20 years at American Express, where he held various positions starting from Lead Programmer Analyst / Lead Architect – IT, Life Insurance and Annuities through Vice President - IT, Interactive Applications: Amex Web/Internet Channels.

Reineke will oversee Ability Commerce's programming and IT departments.

About Ability Commerce

Ability Commerce designs ecommerce software and solutions to meet the specific needs of multi-channel merchants. Together with their parent company, Marketing Concepts, they employ more than 120 staff members with offices in Delray Beach, Florida and Spicer, Minnesota.