

## Ability Commerce Names Mark Lightbody Director of Sales

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For Immediate Release

Delray Beach, FL, April 24, 2008 – Ability Commerce, ecommerce software developer and solutions provider, has appointed Mark Lightbody as Director of Sales for the Delray Beach, Florida-based company. Lightbody's appointment continues Ability Commerce's expansion of sales staff for their leading edge Ability SmartSite™ ecommerce platform and Ability Amazon.com Interface software.

Lightbody has more than 25 years of experience in the direct marketing, retail and cross-channel industries.

Beginning in 1974, he worked for Markline Co. Inc., a pioneer in the direct marketing industry that sold consumer electronics. Markline later developed their own order management system that became the first version of CommercialWare when they partnered with Donny Askin. During that time, Lightbody sold software as part of this joint venture.

In 1986, Lightbody went to work for CommercialWare, a leading order management system used by more than 100 catalog companies. During his time there, he consulted with hundreds of companies and was responsible for a majority of sales.

Most recently, Lightbody worked for Oco, Inc., managing the retail sales channel for their SaaS based Business Intelligence product. Their clients included clients included Casual Male Retail Group and Office Depot.

### About Ability Commerce

Ability Commerce ([www.abilitycommerce.com](http://www.abilitycommerce.com)) 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.

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