

Ability Commerce Names Cindy Smith Director of Sales

For Immediate Release

Delray Beach, FL, September 22, 2008 – Ability Commerce, ecommerce software developer and solutions provider, has appointed Cindy Smith as Director of Sales for the Delray Beach, Florida-based company. Smith's appointment continues Ability Commerce's expansion of sales coverage for their leading edge SmartSite ecommerce platform and supporting services

Smith has more than 25 years of experience in the mail-order, retail, fulfillment and manufacturing industries. Beginning in 1983, she worked for Video Services of America using the Profit system to run the call center, warehouse and catalog source coding. From there, she moved to Florida to work at Escalate Retail (formerly Smith-Gardner and Associates,) where her father was the founder. Her original duties included documentation, quality control, workshops, and others tasks pertaining to a start-up company with a small amount of employees.

Within a year and a half, Smith transferred to the domestic sales area, where she met with potential customers and performed business audits. Her extensive knowledge of the "MACS" and mail-order business processes helped many new clients find solutions to help grow their company. This knowledge was helpful when she was sent to Europe to launch the "EuroMACS" and global sales division.

Most recently, Smith worked with Don Libey, of Libey Incorporated, to develop direct selling seminars for manufacturers. She then coordinated and taught these seminars for Escalate Retail.

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.