

Press release

Alpharetta, February 23, 2006

Datatex Bolsters US Marketing Team

Datatex TIS, Inc., the ERP software supplier specializing in textile and apparel applications, has announced the recent hiring of Bob Beecy as Director of US Marketing. Mr. Beecy will be working out the US headquarters located in Alpharetta, GA and will be responsible for market planning, promotion, advertising, strategic alliances and user relations. Prior to accepting this position with Datatex, Mr. Beecy was Senior Director of Planning & Customer Relations for the Apparel Fabrics Division of Dan River, Inc. in Danville, VA.



Although new to this position, Mr. Beecy has been associated with Datatex since the early 90's when he led a successful implementation of Datatex suite of software tools at Dan River. During the implementation, and the succeeding years, Dan River worked jointly with Datatex to modify the package to conform to both domestic and APICS standards. Dan River also served as a prime customer reference site for the software. Datatex was credited with aiding and assisting Apparel Fabrics' longevity and success during the product tenure and allowed Dan River to be a benchmark for the industry in terms of product development and customer service.

Mr. Beecy brings a good deal of knowledge and expertise into this new position. His education includes a B.S. from the University of Massachusetts and an MBA in Marketing from Wright State University in Dayton, OH. He has over thirty years in manufacturing and has earned certifications from both APICS and ISM (formerly the National Association of Purchasing Managers). Prior to this new position, he has held various positions of responsibility in operations management, logistics and marketing management in metals fabrication and textiles and has done numerous public speaking engagements on planning and continuous improvement.

With this addition, Datatex will solidify its leadership position as a supplier of software solutions for the textile, apparel and rolled-products industries, and will seek to expand its product offerings and explore new applications.