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**Retex Provides Retail Members a New Way to
Connect to Their Customers with Text Messaging**

Westbury, N.Y. – October 18, 2011 – Retex, a technology and business solutions buying consortium for retailers, has partnered with Mobile Advantages, to provide retail members mobile messaging solutions. This new partnership brings today’s technology trends to Retex Members with a proven solution for text messaging communications.

With 98% of text messaging being read by the recipients, retailers need to find ways to tap into this highly engaging mode of communication. Text messaging allows retailers to communicate in **real time**. Shoppers want instant access to information, coupons and special events on their terms; Mobile Advantages provides that information.

Charles Presti, President of Retex, provided insight towards retailers need for mobile communication, “Technology is constantly changing. Retailers need to stay ahead of trends to better communicate with their customers. Mobile Advantages provides the next step in B2C (or b2b) communication: text messaging.”

I am very pleased to be working with Retex, says Jim Sickels, President of Mobile Advantages. We are impressed with the Retex business model and how committed Retex is to providing their members with today’s technology, quality products, high levels of customer service and the most advantageous pricing. It is clear that Retex only selects quality organizations in each industry to be a part of the Retex Team. We are happy to be selected to play a role in the Retex solution.

Mobile Advantages has a parallel vision with Retex. When developing solutions for Retailers and B2B, Mobile Advantages searches for the most efficient solution to ensure the client is getting the highest value and support available. The decision to join the Retex consortium was an easy one to make.

About Mobile Advantages

Mobile Advantages strives to take the mystery out of the mobile marketing process and specifically text message marketing. We all know that it is important to communicate **with people the way they want to be communicated with**. Today the Marketing Advantage is being obtained through mobile. It is where the eyes are.

Mobile Advantages offers the flexibility to design and implement a program that will facilitate the communication process in the way you need to communicate with your customers, employees or membership. The majority of the projects we do for our clients can be designed by combining our Modular Platforms. Instead of designing a new platform for our customers, our staff looks to implement an option that does not require any custom work, using the modules that we have available. With our modular platforms, can have you set up in days, not weeks.

Our engine that powers Mobile Advantages has driven mobile marketing for major corporations, professional sports teams and has designed cutting technology for industries such as real estate and entertainment. We look forward to providing a solution for you!

About Retex

Retex, founded by 12 retailers in 1992, assists both small and large retailers by leveraging their buying power for services such as Communication – voice, data, internet, conferencing; Auditing and Bill Payment – telecommunication and utility; Consulting – energy, networks, business and technology and internet; Transaction Processing – bank card. In addition to substantial invoice discounts, Retex members receive rebates on many programs and a potential year-end dividend. Since its inception, Retex has returned \$100 million to its membership. Membership is FREE. There are never any dues, fees or obligations to buy.

For more information about Retex, visit us at www.retex.com.

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