



Media Contact
Patricia Maglio
(917) 207-1850
pmaglio@retex.com

Wireless Made Simple for Retailers and Restaurateurs

Westbury, N.Y. – October 1, 2010 – Retex, a retail technology and business solutions buying consortium, has partnered with Intratem, a national provider of wireless/telecom expense management and solutions for businesses, to offer a turnkey suite of wireless solutions to Retex Members. With this new partnership, Retex members will realize real instant savings and ROI on their current or future wireless phone activity as well as affordable, effective and innovative wireless solutions to transform their retail operations to drive top-line growth, bottom-line profitability and maximum efficiencies.

Working with Intratem, Retex now offers retailers of all sizes the ability to retrieve profits back from their current wireless carrier, access wireless industry insider programs and promotions, and tap into cutting-edge wireless/mobile solutions to connect further with their customers, whether they are in-store, online or going about their daily lives.

Charles Presti, President of Retex said, “Consistently keeping up with technology is what our members expect. Adding Intratem and their suite of services to our list of partners demonstrates our clear vision of keeping our members current on technologies that improve their business by keeping up with consumer trends. Intratem provides our members a clear path to cutting-edge wireless/mobile solutions.”

Intratem’s EVP of Business Development, Mitchell Sodikoff, believes the partnership with Retex will help to further hone the value and impact of wireless solutions in the retail marketplace, at a time when retailers need that additional boost of connectivity to shoppers who continue to be highly discriminating and shrewd in their current buying behaviors. According to Mitch, “Our relationship with Retex bolsters our commitment to be an invaluable partner to the retail industry. In addition to helping retailers lower costs and better manage their cell phone and related wireless/telecom investments, we are committed to helping them to further assess and leverage consumer behavior, when now, more than ever, you find consumers embracing their wireless/mobile connectivity to provide them easy-access to store promotions, price comparisons, product information, new customer experiences, location-based offerings, shopping-related social networking and other personalized needs that only wireless can provide.”

About Intratem

Intratem is the leading provider of wireless/telecom expense management and related wireless solutions for business. Since 2004 we've offered businesses a proven method to significantly reduce telecom expenses. Time and time again, we have helped companies reach revenue goals not by increasing sales, but by discovering how to dramatically lower wireless expenses, and eliminate needless time and effort involved in the management and support of wireless devices and services. In addition, Intratem provides a myriad of wireless business solutions such as GPS, RFID, mobile application/website development and management, mobile marketing, and mobile finance/payment systems.

For more information on Intratem, visit www.intratem.com

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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