



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

### **Conferencing and Collaboration Solutions Geared Specifically Towards Retailers and Restaurateurs**

Valley Stream, N.Y. – October 8, 2009 – Retex, a retail technology and business solutions buying consortium, has partnered with SoundConnect, a global provider of conferencing technology solutions that ensure businesses a simplified and top-of-the-line conferencing experience, to offer SoundConnect’s suite of conferencing solutions to Retex Members. With this new partnership, Retex members will realize real savings on conferencing solutions as well as superior reliability and service.

Working with SoundConnect, Retex now offers retailers of all sizes Web, Audio and Video conferencing solutions, at affordable rates, to help them conduct business more efficiently. Meeting and working across remote retail locations, making virtual communications a practical and integral part of your work day. As with most Retex programs, retailers benefit from additional discounts and rebates exclusively available through this Retex program.

Charles Presti, President of Retex said, “Retailers are looking for solutions that are not only reliable and affect their bottom line, but solutions specifically geared towards the retail and restaurant industry. SoundConnect delivers with solutions that fit perfectly within these industries.”

SoundConnect’s President, Tom Sullivan, believes the partnership with Retex will further strengthen the SoundConnect service offering to their retail customers. According to Tom, “The relationship with Retex is invaluable to SoundConnect. It combines SoundConnect’s direction of having the best strategic partnerships to improve our overall offering of

audio, web & video conferencing services, as well as meet the growing demands of our independent sales agents and clients.”

### **About SoundConnect**

SoundConnect is a global provider of conferencing technology solutions that ensure businesses a simplified and top-of-the-line conferencing experience. SoundConnect’s [Web](#), [Audio](#) and [Video Conferencing](#) Solutions help businesses increase their profitability, productivity and positive relations with their customers by enhancing customer loyalty and retention. SoundConnect collaboration solutions make it easier to communicate all across the world, allowing businesses to quickly market and service current and potential customers.

For more information on SoundConnect, visit [www.soundconnectnow.com](http://www.soundconnectnow.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](http://www.retex.com).

###