



Renew Systems Names Paul LaPlaca as Director of Sales

PALATINE, IL – November 1, 2007 – Renew Systems has announced the appointment of 26-year industry veteran Paul LaPlaca as director of sales. Paul will be responsible for developing the Consumer Electronics channel client base using Renew Systems solutions.

"Paul is extremely qualified to create and establish a strong presence for us in the Consumer Electronics channel," said Devinder Singh, vice president of sales and business development for Renew Systems. "His strong background and relationships in this space combined with our powerful marketing solution will enable us to achieve market leadership," he added.

"Our goal is to enable CE dealers to easily and affordably market their products," said LaPlaca. "I look forward to helping our clients achieve their marketing and sales goals," he said.

Mr. LaPlaca brings over 26-years of extensive retail and wholesale consumer electronics industry experience to Renew Systems. He began his professional career in 1981 for one of the New York metropolitan area's then preeminent A/V specialty retailers where he spent 13 years in sales management and training. He joined the Harman Consumer Group in 1994 and held several sales management roles for JBL Consumer Products and Infinity Systems until his departure in 2001.

Prior to joining Renew Systems, Paul also held similar leadership positions with D&M Holdings, KEF America and Lagotek Corporation – having made significant contributions in the areas of sales strategy and implementation, profitability, channel-management and program development.

Paul holds an ABA from Nassau Community College in New York.

About Renew Systems

Renew Systems provides channel management solutions that help manufacturers and their channel partners increase sales with an effective demand generation engine and highly targeted marketing programs. Our comprehensive solution includes prospecting and lead generation, customer profiling and segmentation, and creative concepts and designs. Our web-based marketing toolbox lets our customers customize their marketing materials based on campaign needs, easily select the right prospects, deliver the campaign and track the results.

Additional information is available at www.renewsystems.com.

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