

PRESS RELEASE

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ZENDOR 'SERIOUS ABOUT GROWTH' APPOINTS NEW CHIEF OPERATING OFFICER

Zendor, the end-to-end fulfilment expert, is proving that it is serious about its growth strategy by appointing Steve Bolton as its new Chief Operating Officer. Steve will play a pivotal role in reviewing current strategy, and implementing new tactics in line with Zendor's plan to become the dominant force in distance shopping solutions. He will also support the current Directors and be responsible for client development.

Steve brings with him a wealth of experience in multi-channel retail, having spent the last two years as Solutions Director for The Reality Group. At Reality, he was responsible for implementing major parcel delivery contracts, most notably, the Redcats contract which involved the profitable distribution of several million units a year. He was also in charge of developing Reality's end-to-end fulfilment proposition, which included the implementation of the pure e-commerce platform from Yantra, and solving 'the final mile delivery solution'.

Prior to this, Steve spent nine years at GUS, the market leader in home shopping. For five of those years, he was the Merchandise Planning Director, with responsibility for all aspects of forecasting, profitability analysis and systems development.

"It is great to join a business that is forward-thinking and serious about exploiting the multi-channel retail market" says Steve. " My main role at Zendor will be to focus upon where Zendor wants to be in two to three years time and to implement the right strategy in order to make this happen!"

Steve is a qualified accountant and has also worked with Doctus Management Consultancy, Lisa Stirling, Ouiset and BASF. He is a keen orator on logistics topics, having spoken at twenty conferences over the past two years.

Steve is currently contracted to Zendor from Scoco Ltd, the supply chain consultancy, which he founded in Aug 2002. He will be based at Zendor's headquarters at Bridgewater House in Manchester. Zendor Chief Executive, Keith Basnett, adds, " I am delighted that someone with this level of experience has agreed to work with Zendor and this demonstrates our commitment to growth and strategic planning. "

Zendor provides a comprehensive range of services to retailers who are looking to enter into the multi-channel arena. These services include consultancy, marketing and interactive services, logistics, customer service and merchandising.

For further information on all aspects of Zendor's fulfilment process please contact 0161 237 4900 or email curious@zendor.com

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