



## ***For Immediate Release***

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### **eDynaQuote Expands Sales into Greater NYC Market**

**Experienced Sales Professional with Local Contacts Represents eDQ**

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Erie, PA – March 2, 2007 – eDynaQuote, the provider of internet-based competitive bidding services and consulting based in Erie, PA, has expanded its sales and marketing initiatives into the greater New York City area. Joseph Roman, a New Jersey resident with over 20 years of sales and marketing experience, has joined eDynaQuote as Director of Business Development. In this capacity, he manages sales relationships with new and existing clients in the New York Tri-State territory, which includes southern New York, New Jersey, and southeast Pennsylvania. In addition, he will lead the continued expansion and formalization of eDynaQuote’s sales function and capabilities.

“Upgrading of eDynaQuote’s capabilities continues to be our primary focus to position eDynaQuote as a solid provider of electronic procurement products and services,” stated Rocco Petrilli, eDynaQuote CEO. “Like the product enhancements announced previously, the addition of capable sales professionals located in a central strategic market is a logical step in eDynaQuote’s rapid ascent into this ever enticing field of opportunity.”

“Joe’s presence will allow us to more effectively deliver our easy to use tools and services into the hands of many more companies who will immediately benefit from the cost savings that eDQ has historically delivered,” he added.

Prior to joining eDynaQuote, Roman held management positions at Intel Corporation and several other successful entrepreneurial and growth companies. His expertise is in adding value for clients through excellent service and professionalism. He has extensive knowledge in marketing services and web based business solutions. Roman earned a Bachelors Degree in Business Administration from Alvernia College and a Masters of Science in Management degree from New Jersey Institute of Technology.

“Joe’s experience, contacts, and market knowledge of the New York Tri-State region enables eDynaQuote to effectively capitalize on the many opportunities in this large, important market,” said Marty Barclay, General Manager of eDynaQuote. “We have experienced dramatic growth in recent months due to the efforts of our sales team. Joe is a valuable addition to that team.”

The eDynaQuote New Jersey office is located in the Sperro Corporate Center at 2 Skyline Drive, Montville, NJ. The phone number is 973-331-0212.

eDynaQuote provides a powerful, yet easy-to-implement, system that helps clients streamline the purchasing process and potentially save millions of dollars. The company offers professional support and allows clients to choose from among a variety of service levels to address specific needs, coupled with full-service help-desk support.

eDynaQuote was created by the Center for eBusiness and Advanced Information Technology (eBizITPA), a Pennsylvania resource initiative begun in 2002. Recently eDynaQuote was spun off into a free-standing, self-supporting entity and is currently being offered for acquisition. Interested parties should contact Prima Problem Solving Inc. ([pmiller@ppspi.com](mailto:pmiller@ppspi.com)). For additional information, visit <http://www.edynaquote.com>.

