

New England Office Supply Makes Strategic Additions to Management Team

Braintree, MA — As part of the company's goal to continue its leadership in customer service and business growth, New England Office Supply announced two important additions to its management team: Ted Kelley, Director of Sales and Peter Tracy, Operations Manager.

Ted Kelley brings an impressive 11- year tenure in sales management and business development to NEOS. With experience in the highly competitive telecomm industry, Mr. Kelley has a well-established history of increasing business volume, building effective sales teams and strengthening customer relationships. As Director of Sales, Mr. Kelley will be responsible for managing and growing the entire NEOS sales team. "We expect Ted to continue to build on an already impressive track record as a new business developer," said Dennis McCarthy, NEOS Vice President, "Under his leadership, NEOS will accelerate its rate of revenue growth."

Peter Tracy, NEOS' new Operations Manager, is a seasoned inventory control and distribution veteran. He will draw from his extensive 15 years experience to manage the receipt, storage, order fulfillment and delivery for NEOS' 25,000 square foot distribution center in Braintree. In his new position, Mr. Tracy will lead a 28-person team in a mission to reduce operating expenses and improve customer service by streamlining processes and gaining efficiencies. "Peter's experience in rapid growth environments will help NEOS control costs while maintaining high service levels," added Mr. McCarthy.

The critical hiring of these expert professionals is part of larger strategy by NEOS to secure the company's standing as a preeminent customer-focused, growth-driven company. In addition to strengthening the management team, NEOS recently re-branded the company image to reflect its modern, friendly, service-oriented reputation. The cornerstone of the new brand is the slogan "We Make Life Easier", which conveys NEOS' commitment to helping customers work smarter and more productively.

About NEOS

NEOS is one of New England's leading sellers of office products and furniture, providing corporations, colleges, non-profit agencies and state and local governments with total business products solutions through contract delivery, business-to-business electronic commerce, as well as its own teleservice center.

NEOS is a minority, woman-owned, Small Disadvantaged Business and SOMWBA-certified dealer. The Commonwealth of Massachusetts has recognized NEOS as the 2000 Affirmative Marketing Program Vendor of the Year, the 2001 Outstanding Performance Award and the 2001 Business Buy Recycled Award.