

FOR IMMEDIATE RELEASE

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Jeff Ross Joins FORTE as Vice President of Consulting

October 26, 2010 – Mason, OH – FORTE, a leading distribution consulting and systems integration firm, is pleased to announce the addition of Jeff Ross as Vice President of Consulting. With over 30 years of operations management and supply chain consulting, Jeff will be responsible for all aspects of Forte's Consulting Practice. His experience spans strategy, facility and process design, material handling systems implementation, inventory and network analysis and improvements, project and human resources management and supply chain software solution selection and deployment.

For the past 13 years, Mr. Ross has held leadership positions in well-known supply chain consulting organizations, including ESYNC, Miebach and TranSystems and has worked with clients across many industries including retail distribution, consumer products, electronics, pharmaceutical, outdoor products, books, mail order, service parts, automotive, beverage and third party logistics. Prior to his consulting experience, he held long term logistics management positions with Frigidaire Home Products and Dorman Products. At Frigidaire, Jeff was responsible for the physical, financial and human operational aspects of over 2 million square feet of finished goods warehousing and 500,000 square feet of spare parts distribution.

“FORTE is a fantastic company, with an impressive customer base built over nearly 30 years in the industry,” said Mr. Ross. “I’m thrilled to be part of the team and am looking forward to leading the consulting group and helping to drive FORTE to the next level.”

“Jeff’s leadership experience, in concert with his deep operational background, makes him the right choice to lead FORTE’s Consulting Group,” said Gene Forte, Chief Executive Officer. FORTE is poised for growth and Jeff will be a vital part of these efforts.”

About FORTE

FORTE (www.forte-industries.com) is a leading distribution consulting and systems integration firm based in Mason, Ohio. FORTE’s supply chain expertise and services include network analysis and design, distribution facility and systems reconfiguration, process improvement, systems integration and optimization, new automated facility development and WMS selection and implementation. Contact Darcy Powell today for more information: dpowell@forte-industries.com or 513.204.3004.

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