



Associated Building Material Distributors of America Announces New Alliance Software Partner sales-i, Inc.

Firm selected to enhance member sales management and CRM functions

EL DORADO HILLS, CA. April 24, 2013 -- Associated Building Material Distributors of America, Inc. (ABM, www.abmda.com), an association for independent building material and millwork wholesale distributors, and sales-i, Inc. (www.sales-i.com), a global integrated software firm, have formed a strategic alliance. Sales-i will provide on-demand sales and customer intelligence services to ABM and serve as a resource to its members.

Sales-i and ABM have structured a cloud-based customer-intelligence program to allow better support of the sales management and CRM functions and needs for its members.

“We are constantly looking for strong partners to better support our organization, our members and industry allied partners,” said Garry Tabor, Executive Vice President of Associated Building Material Distributors. “sales-i is a valuable partner and resource designated to provide cutting edge CRM/SaaS options to our member companies for those seeking to improve their overall customer service platform and to strategically plan to capitalize on gained customer intelligence.”

Near-term, sales-i will be working with the ABM team to provide the association with expanded SaaS options, host comparative webinars and outline new lower-cost ERP platforms. The new strategy elements will be released immediately.

About Associated Building Materials, Inc.

Associated Building Material Distributors of America, Inc. is an association for independent building material and millwork wholesale distributors. ABM was formed in 1975, and currently has 46 member-distributors who service all 50 states and Canada. ABM has supplier agreements with approximately 70 industry-leading manufacturers. Annual revenue of the ABM members is in excess of \$3 billion.

The association negotiates rebate programs, selects alliance partners and also conducts management seminars, provides financial analysis, comparative industry benchmarking metrics and other key industry indicators and trends analysis to its members.

About sales-i, Inc.

Founded in 2008, sales-i, Inc. is a SaaS provider of sales analytical data, customer-intelligence information and customized on-demand performance metrics software. Sales-i is the fastest growing sales and customer intelligence service in the UK and USA.

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