

FOR IMMEDIATE RELEASE

Bill Crossen Joins Optical Phusion (OPI)

Littleton, MA – March 10, 2011 - Optical Phusion (OPI) is pleased to announce that Bill Crossen, a sales professional with more than 25 years of success providing retail-related solutions and services, is joining the company as a senior account executive.

Bill comes to OPI from Federated Service Solutions, where he provided managed technology deployment and installation solutions for major national retailers and Tier 1 accounts in the finance and hospitality verticals.

Previously, he used his skills in sales, management and technology while working for leading companies including Symbol Technologies, Ingenico, Triversity, NCR Corp. and Fujitsu. Throughout his career, Bill has developed a strong track record of consultative selling to C-level executives, who count on his expertise to give them the tools necessary to meet their strategic goals.

A graduate of Boston University, where he earned a BA and an MBA, Bill has also received formal training in wireless technology, data communications, data warehousing and systems.

“We’re very excited to have Bill join our team,” said Scott Arnold, President of OPI. “His impressive sales leadership, extensive technical knowledge—and most of all, his relentless focus on effectively partnering with clients—makes him a perfect fit for OPI.”

OPI is a Northeast-based technology integration company offering hardware, software, media, service and consulting to commercial and enterprise businesses that wish to extend their core business applications. For retailers, OPI specializes in supply chain management solutions that result in faster delivery of products to consumers, reduced costs and, ultimately, higher profits.

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