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DATASOURCE INC. PROMOTES DIRECTOR OF INFORMATION TECHNOLOGY TO VICE PRESIDENT

Eugene Arokiasamy Joins DataSource Executive Team

(KANSAS CITY, Mo) DataSource, Inc., one of America's leading print supply chain management companies, has promoted Eugene Arokiasamy, formerly Director of Information Technology (IT), as its Vice President, Technology and Professional Services, effective immediately.

As Vice President, Arokiasamy will be instrumental in overseeing the Technology Department and professional services for DataSource's clients.

Arokiasamy brings considerable level of experience to DataSource. He has guided and managed information technology strategies for more than 14 years, excelling in a variety of positions in addition to Director of IT, including IT Manager, Account Executive, Project Manager and Developer.

As Director, Arokiasamy supported the administration of technology solutions and managed DataSource's technology teams. Eugene also played an integral role in increasing efficiency and cutting costs through automation while leading the effort to increase technology-based revenue for DataSource.

"We are honored to promote Eugene to our DataSource executive team," said David Holland, DataSource CEO. "Eugene's professional history provides depth to our technical and management capabilities. His unique ability to make technology approachable for both internal and external clients truly sets him apart."

Arokiasamy earned his undergraduate degree in Electrical and Computer Engineering from the University of Missouri - Kansas City. He is originally from southern India and has lived in several countries throughout Asia and Africa. He moved to the United States in the late 1990s.

About DataSource

DataSource, based in Kansas City, MO, provides a total solution to document design and distribution services essential to the successful operation of multi-location businesses such as commercial franchises, auto dealerships, retail insurance, branded products, industrial products and restaurant concepts. Services include design, sourcing, warehousing, fulfillment, distribution, print-on-demand and print management of marketing materials business forms and supplies. Products include business forms, marketing supplies, personnel management packets, training materials, menus, point-of-purchase displays and ad specialty items. DataSource manages over 18,000 SKUs for customers in 85,000 locations worldwide. Visit DataSource at www.data-source.com.

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