



OP Commander Partners with S.P. Richards to Enhance Web Storefront and Purchasing Capabilities for Office Supply Dealers

New features within the OP Commander product will increase online sales and provide a rich user experience.

Lakewood, NJ (*July 30, 2007*) – OP Commander will release new features to improve online sales, streamline purchasing and provide a more robust user experience for Office Supply Dealers.

Users of the OP Commander Web storefront will benefit from the deployment of S.P. Richards new enhanced E-content. The online buying process has been made more intuitive, allowing the user to easily find a product by browsing or through faster search capabilities. Search results now display more descriptive information and can be refined further at any time by the user.

One of the many benefits of OP Commander is that it seamlessly integrates with the company's new business management software, Dealer Commander. Dealers looking for a web storefront and a back-end system can take advantage of this product pairing to effectively run and grow their business. OP Commander can be fully customized by the dealer, not only in look and feel, but in the categorization and display order of all catalog items.

"More and more clients of Independent Office Supply Dealers are looking to purchase their supplies, furniture and even printing services online. To underestimate the power of the Internet to grow and retain business would be a serious mistake for dealers. If you do not have an easy to use web storefront, with robust search capabilities, your competition certainly will" states OP Commander Director of Marketing, Jennifer Stine.

Ms. Stine continues to elaborate the importance of the new enhanced E-content, "S.P. Richards has done a superior job in improving the content supplied to E-Commerce sites. Without robust content, the streamlined online purchasing process means little. We are very excited about our new enhancements to the OP Commander product and the strong partnership we have with S.P. Richards. It's a win-win situation for all parties involved – especially the independent office dealer".

The enhancements will be included in the newly released OP Commander 3.0 version and are available to all current OP Commander customers.

OP Commander will be showcasing the new web storefront as well as their back-end business management system, Dealer Commander, at this year's S.P. Richards Advantage Business Conference and Expo in Nashville, TN on August 2, 2007.

About OP Commander and Dealer Commander

The OP Commander and Dealer Commander systems have been providing solutions to the office supply and business products industry since 2001. Our full suite of business management solutions include: Quote Commander, Dealer Commander, Dealer Commander Pro, OP Commander and OP Commander Pro. Our headquarters are located in Lakewood, NJ. For more information please visit <http://OPCommander.com> | <http://DealerCommander.com>, call 888.310.9964 or send an e-mail to sales@dealercommander.com.