



FOR IMMEDIATE RELEASE

Angie Bolton-Lyons
(858) 679-8555
angieb@pacificdm.com

Pacific Data Marketing Expands Its Workforce to Bolster its Human Resource Management Offerings

Poway, CA – June 1, 2006 – Pacific Data Marketing (hereafter “PDM”) has announced that they’ve hired Jennifer Hennessy as a Human Resources Consultant to strengthen their position as a leading provider of human resource management software, payroll solutions, and time & attendance tracking systems. The move comes as PDM continues to grow at a rapid rate and looks to expand its product offerings and professional staff to serve its clients across the country.

Hennessy joins PDM with an MBA and over 20 years of Human Resource Management experience. In addition to previous experience as a consultant installing, implementing, and supporting Sage Abra Suite, she has recently worked as a Human Resource Manager for five different companies including Enron Wind Energy Division and General Electric. Hennessy is Six Sigma Certified which is a nationally recognized methodology and discipline of high quality and standards.

“We are very fortunate to add her diverse knowledge to our team of talented HR professionals” says Kim Dietz, President of Pacific Data Marketing. He adds “Her experience as both an HR Consultant and HR Manager will allow her to relate closely with our clients and provide unique perspective. We also plan to leverage that experience to expand the breadth of our client services to include HR Outsourcing, HR Administration, and special projects such as Employee Handbook Development and Compensation Analysis.

“My time as an HR Manager was fun and provided me with valuable perspective” states Hennessy. “But I’m happy to be back in a consultant’s role because I really enjoy working with various companies, meeting new people, and helping to tackle a variety of HR-related challenges.”

About Pacific Data Marketing

Pacific Data Marketing was established in 1993 as a human resources software consulting firm representing Sage Abra Suite, HR/Payroll, Recruiting, Training, and the line of Sage FAS programs by Sage Software, Inc. Pacific Data Marketing has been selected by Sage Software as a Professional Services Partner making them one of a few companies nationwide that can sub-contract services to Sage Software’s direct sales customers. They are committed to providing industry-leading HR software to help clients quickly realize tangible results.

###



©Copyright 2006 Pacific Data Marketing. All rights reserved. The Sage Software product names mentioned herein are registered trademarks of Sage Software, Inc. and/or its affiliated entities. All other product names mentioned are trademarks of their respective owners.