



**Credit2B Announces Addition to Industry Analyst Team with  
Giuseppe (Joe) Zufolo as Director of Credit Analysis  
General Merchandise & Consumables**

**Addition of senior retail sector credit professional for the credit industry's leading B2B peer  
information exchange platform**

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**South Plainfield, NJ** – October 16, 2015– CREDIT2B.COM, the leading web-based trade credit community that provides unparalleled approach to credit worthiness of businesses, today announced that Giuseppe (Joe) Zufolo has joined as Director of Credit Analysis. In this role, Zufolo, a highly experienced trade risk analyst, will be responsible for credit research and analysis of the Retail Sector. Zufolo will also serve as coordinator of the Credit2B Credit Committee.

“Joe is a tremendous addition to our team. He brings invaluable experience in trade credit operations risk, a set of sophisticated technical skills and a deep understanding of the practical needs of the supplier community. He also has a belief and passion for Credit2B’s business vision to assemble the intelligence of the supplier community, while incorporating sophisticated information and analysis in one, convenient location,” said Shyarsh Desai, the CEO of Credit2B. “Our patent-pending, enterprise platform is unique to the credit industry and Joe is arriving at the perfect time to participate, with a great team alongside him.”

“I am excited to be able to contribute to Credit2B at such a pivotal time, as it seeks to scale a proven platform“ said Zufolo, “Credit2B is an innovator in the credit space, with new ideas to enhance a supplier’s ability to gain clearer insight into business credit risk through trusted connections with other suppliers who share common customers . This is an exciting business model with a great future delivering very high value to customers, and I and look forward to being part of a great company.”

Previously, Zufolo was the Director of Credit of Nine West Holdings, one of the largest apparel companies in the world, and Credit Manager of its predecessor, The Jones Group Inc. Earlier in his career, he worked in public accounting.

Zufolo is a graduate of Temple University - Fox School of Business and Management with a Bachelor of Business Administration (BBA), Accounting,

## **About Credit2B™**

Using patent-pending technology, Credit2B™ is a platform that empowers supplier peers to exchange trade credit data and share common experiences on their business customers. Built as a cloud-based application, Credit2B™ today delivers remarkably, high quality and timely information which is validated by a network of trusted connections. Credit2B™ is remarkably simple to join, create connections and access huge amounts of information from peers and third party databases.

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