



## **Smyyth Recruits Industry Talent to Board of Advisors**

**Seasoned executive in internet technologies brings extensive business expertise and insights to support development of the credit industry's game-changing virtual network platform**

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**South Plainfield, NJ** – February 27, 2013 – Smyyth Credit Solutions Group, the world's leading web-based trade credit community that provides unparalleled intelligence on common customers (soon to be rebranded Credit2B™), recruits David Palmieri, a former D&B executive, to its Board of Advisors. Mr. Palmieri's deep experience in internet related businesses will provide significant insight and direction for Smyyth's investments in game-changing technologies.

Smyyth, the leading provider of virtual credit networks for businesses, today announced that David A. Palmieri has joined the company's Board of Advisors. Mr. Palmieri, who held senior leadership positions at Dun & Bradstreet, will advise the company on matters related to strategy, product development, and strategic partnerships.

Mr. Palmieri is a veteran internet executive and general manager with a track record of delivering breakthrough results in technology, e-commerce, and digital media companies. He was most recently Vice President & Managing Director at LexisNexis where he served as the General Manager of Martindale-Hubbell, a digital media division that helps connect people with legal professionals, tools, and information through online destinations such as Lawyers.com. Prior to joining LexisNexis in 2009, Mr. Palmieri held senior executive positions at Dun & Bradstreet. As Senior Vice President of Global Risk Management Solutions (RMS), he led the creation of DNBi, a platform used by tens of thousands credit professionals today.

"David brings a wealth of experience, both in developing innovative Internet applications in general and in the business credit market, in particular," said Shyarsh Desai, CEO of Credit2B™, the re-branded credit solutions business at Smyyth. "He has already provided valuable insights in the development of our next generation platform that will launch in the second quarter of 2013, and I look forward to working with him as we continue to expand our presence."

"Smyyth's technology is bringing the power of peer-to-peer networks to business credit reporting. It's an innovative solution that provides credit insight on a business customer by gathering detailed trade intelligence from trusted connections that also do business with that same customer," said Mr. Palmieri. "Credit2B™ is uniquely well positioned to bring a disruptive

innovation to the market that I believe has the potential to revolutionize business credit reporting and analysis. They have a great team of credit practitioners combined with top technology talent. I am excited to serve on the company's Board of Advisors."

Prior to joining D&B, Mr. Palmieri played key product roles at Register.com, BarnesandNoble.com, and earlier at Bell Atlantic (now Verizon). He began his career in the technology consulting practice of Accenture. Mr. Palmieri holds a BA from Franklin & Marshall College and an MBA from the Harvard Business School.

### **About Credit2B™**

Using patent-pending technology, Credit2B™ is a platform that empowers peers to exchange trade credit data and share common experiences. 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 through a high-fidelity experience.

### **About Smyyth**

Smyyth provides world class Credit-to-Cash and accounts receivable services that the world's largest companies use to manage risk and optimize cash flow and profits using best practices for credit, accounts receivable, collections and deduction management. The Smyyth technology platform streamlines operations, slashes costs, and increases profits. Smyyth technology and services are built on Six Sigma principles and are SAS 70 Certified. Please visit [www.smyyth.com](http://www.smyyth.com) for more information about Smyyth products and services.

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