

PFW Systems Corporation Announces Retirement of Vice President, Operations, Robert Morton

LONDON, Ontario – June 2, 2010, – PFW Systems Corporation today announced the retirement of Robert Morton, Vice President of Operations. Bob will retire on June 30 2010, after more than 20 years with the company. Hired in 1988, Bob began his career as General Manager of PFW, and became President and CEO in 1991 after purchasing shares in the company from PFW’s previous owners. After the sale of PFW to ADP Dealer Services in June 2009, Bob continued at PFW as VP Operations.

“I’d like to thank Bob and acknowledge his significant contributions to PFW – both in terms of the sound leadership he’s provided the PFW team over the years, but also for helping to build a solid company that is very highly regarded by its staff, customers and partners,” said Linda Judd, Vice President and General Manager of ADP Dealer Services, Specialty DMS. “Bob’s guidance, dedication and enthusiasm for the heavy equipment industry has been especially valuable to me as we have worked together to grow the business. All of us at PFW and ADP wish him continued success with his future endeavors.”

“I’ve truly enjoyed leading the PFW team and am extremely proud of our many accomplishments,” said Morton. “While I am looking forward to devoting more time to outside interests, I will work closely with Linda and the rest of PFW’s management team to ensure a smooth transition over the course of the next month.”

A London, Ontario native, Bob graduated from the University of Western Ontario with an Honours BA in History and a Master’s degree in Library Science. Prior to joining PFW, Bob worked in the University of Western Ontario’s Library System as its Coordinator of Systems and Planning, and held a variety of marketing and management positions at Geac Computer Corporation in Markham, Ontario (Geac was purchased by Infor in 2005). Bob also served as President of the Ontario Chapter of the Canadian Associated Equipment Distributors (CAED), and as a member of the Middlesex County Library Services Board.

About PFW Systems Corporation

PFW Systems Corporation is a leading provider of Dealership Management Systems for equipment distribution dealers throughout North America. PFW develops, markets, sells, installs and supports its Dealership Management System from its head offices located in London, Ontario and Hoffman Estates, Illinois. For more information, visit PFW on the web at www.pfw.com.

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