

HomeDeliveryLink Appoints Bill Stone to Vice President of Sales

SAN JUAN CAPISTRANO, Calif. (October 15, 2009) – Bill Stone, a home delivery sales and operations veteran with more than 20 years experience in the industry, joins HomeDeliveryLink (HDL) as vice president of sales. In his new position at HDL, Stone will spearhead business development efforts to increase market share for the most reliable and efficient home furnishing delivery providers in the nation.

According to HDL President and CEO Robert Fleisher, Stone's decision to join the company comes at a critical time of opportunity in the industry. "There's no doubt that retailers and home delivery businesses are facing the most challenging times in recent history. This is exactly the time that entrepreneurial companies like ours pull out all stops and take advantage of the opportunities while the market consolidates to fit the economy," says Fleisher.

Stone began his career in the home delivery industry when Fleisher recruited him away from a marketing position at Huffy Corporation in 1988 to work in sales for Chicago-based Merchants Home Delivery Corporation. After 10 years at Merchants, Stone built and sold one of the nation's top performing bicycle shop chains before moving back to home delivery as director of business development for Affinity Logistics, where he added more than \$30 million in new business for the company.

"I have always had a deep respect for Bob's industry knowledge and business philosophy," says Stone about his decision to work with Fleisher at HDL. "In these lean times, fewer players are projected to thrive in home delivery and retail. HDL's superior management and entrepreneurial approach to the business environment makes the company a clear leader for long term growth in the industry."

About HomeDeliveryLink

HomeDeliveryLink provides the logistics and home delivery solutions for the nation's top home furnishing and appliance retailers. Based in Southern California, the company manages operations across the U.S. that enhance the customer experience by making well-planned, on-time and professional deliveries each and every time. For more information, visit www.homedeliverylink.com.

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