



Global Industrial Launches Updated B2B E-Commerce Destination

- Offers Over 100,000 Industrial Products and Plethora of New Features for Business Customers -

PORT WASHINGTON, N.Y., Nov 05, 2009 (BUSINESS WIRE) -- **Global Industrial**, a subsidiary of Systemax Inc. (NYSE: SYX) today announced the launch of its completely updated B2B e-commerce hub at www.Globalindustrial.com. The new site features over 100,000 industrial products and an array of new features designed to make the online shopping experience as efficient as possible for its business customers.

The Global Industrial site includes over 100,000 products of various categories, such as material handling equipment, office furniture and supplies, maintenance and packing supplies, plumbing and janitorial products, and a huge selection of storage and shelving solutions. With better search functions, customers can now narrow their search, to more efficiently and quickly find their desired product.

The site also includes a number of new features. Customers can compare products and easily access detailed product information and reviews. The checkout process has been completely re-built to be more user-friendly, and accounts can be managed online with ease. Customers have the ability to change their account settings, track orders, administer all billing and payments in one place, retrieve quote details, and effortlessly export purchase reports in multiple formats, among other features.

Richard Leeds, Chairman and Chief Executive Officer of Systemax, commented, "The launch of the improved Global Industrial B2B E-Commerce destination broadens our capabilities as an e-Commerce retailer in the industrial space. The site offers over 100,000 products in a huge number of categories, which we are rapidly expanding. Our customers have expressed a desire for a convenient and fast way to purchase products and manage accounts for their industrial needs. The enhanced site, with added features such as smarter search options to quickly find the right product, coupled with easy online account management, does just that."

About Global Industrial

Global Industrial (<http://www.globalindustrial.com>) is a direct marketer of material handling equipment, shelves, forklifts, furniture, and other industrial equipment and supplies through a variety of sales channels, including the enhanced e-Commerce web site. The company is a wholly-owned subsidiary of Systemax Inc. (<http://www.systemax.com>), a Fortune 1000 company, that sells personal computers, computer supplies, consumer electronics and industrial products through a system of branded e-Commerce web sites, retail stores, relationship marketers and direct mail catalogs in North America and Europe.

Forward-Looking Statements

This press release contains forward-looking statements about the Company's performance. These statements are based on management's estimates, assumptions and projections and are not guarantees of future performance. The Company assumes no obligation to update these statements. Actual results may differ materially from results expressed or implied in these statements as the result of risks, uncertainties and other factors including, but not limited to: (a) unanticipated variations in sales volume, (b) economic conditions and exchange rates, (c) actions by competitors, (d) the continuation of key vendor relationships, (e) the ability to maintain satisfactory loan agreements with lenders, (f) risks associated with the delivery of merchandise to customers utilizing common carriers, (g) the operation of the Company's management information systems, and (h) unanticipated legal and administrative proceedings. Please refer to "Risk Factors" and the Forward Looking Statements sections contained in the Company's Form 10-K for a more detailed explanation of the inherent limitations in such forward-looking statements.

SOURCE: Systemax Inc.

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