

FOR IMMEDIATE RELEASE

WIT Goods Selects Lynx Fulfillment To Fulfill Orders For A2ZKeyboard.com.

Toronto, ON, February 20, 2012 – WIT Goods, manufacturer of A2Z Keyboard®, has chosen Lynx Fulfillment for its e-commerce order fulfillment. The selection of Lynx Fulfillment guarantees orders placed on Amazon.com will ship quickly and accurately.

A2Z Keyboard® allows a user to type faster and with less frustration because the letters are arranged alphabetically so that the letters are easier to find. This innovation is a great opportunity for beginning computer users or those that are currently using the “hunt and peck” method of typing. However, the keyboard is flexible enough to switch between QWERTY and ABC modes allowing a single keyboard to be shared with an experienced typist.

Mike Franzen, Owner of WIT Goods, stated “We expect the demand for the A2Z Keyboard® to be great because there are a large number of people who get very frustrated when typing. Whenever a product comes to market that solves a problem such as this it is a success. As WIT Goods believes in providing its customers with the best in customer service we needed a reliable fulfillment company that could also handle the growth of our company. It’s not often that a company can actually exceed your expectations with its service and help but Lynx Fulfillment has definitely done that. I cannot thank them enough for how they have helped my company.”

Patrick Randolph, Lynx Fulfillment Founder and Managing Partner, stated, “We are excited to have been selected as the fulfillment provider for A2Z Keyboard®. As an e-commerce service provider fulfilling orders for several clients targeting the senior demographic, we understand the importance of innovative products that make an aging population better able to stay connected to family and friends. But the benefit of this product stretches far beyond that demographic. This single keyboard can be used by the most experienced keyboarder and the person just starting to type.”

The selection of Lynx Fulfillment provides WIT Goods and A2ZKeyboard.com with guaranteed accuracy, visibility and scalability. With its ability to provide logistics, warehousing, fulfillment and call center capabilities, Lynx Fulfillment provides the peace of mind that a busy online retailer needs.

About WIT Goods

WIT Goods brings innovative products to market that help people. It believes in providing outstanding, friendly customer service and high quality products. More information about the A2Z Keyboard® can be found at www.a2zkeyboard.com.

About Lynx Fulfillment

Lynx Fulfillment, LLC is a leader in the warehousing and fulfillment industry. Its business model has been designed to deliver fast and accurate order fulfillment services, exceptional technology and dedicated customer service. Its guarantees that it will ship every order received by 2 P.M. the same day with 100% accuracy or it’s free. Lynx Fulfillment is headquartered in Olean, NY. For more information visit www.lynxfulfillment.com.

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