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SELDAT DISTRIBUTION, INC. EXPANDS LATIN AMERICAN PRESENCE



SOUTH PLAINFIELD, NEW JERSEY (November 29, 2017) – Seldat Distribution, Inc., a leading provider of technology-based global supply chain solutions, today announced that it has opened three additional locations in LATAM and will shortly add a fourth. These openings support Seldat’s global

strategy to expand its presence in the region.

Seldat has opened a distribution center in Bogota, Colombia, lead by Seldat Colombia CEO Andrés González Cajiao. Andrés joined Seldat in January 2016, bringing 20 years of global management experience to the team. He holds a degree in Industrial Engineering from Colombia's University Javeriana and an MBA from the University of Phoenix.

The company also recently opened sales offices in Guayaquil, Ecuador; Panama City, Panama and will soon be in Lima, Perú. Seldat has appointed Rony Betesh as LATAM Sales Director. With 27 years of experience in international commerce, retail negotiation and international purchasing, Rony is in charge of Seldat's regional corporate strategy. He will focus on portfolio growth, strategic partnerships and building strong customer relationships.

“With our new LATAM offices, we can research products for new markets, and make U.S. businesses aware of our customers' products. It's a win-win.” Betesh said. He emphasized Seldat's commitment to the region. “Seldat's goals include more than forging alliances between companies for financial benefit. Our LATAM expansion will help employees, their families and others by creating jobs and promoting responsible business partners that are dedicated to development in their countries.”

“This is a great opportunity for our global alliances and for the development of Seldat's global footprint,” added Andrés González. “Our major strengths are our human resources, operations teams and capacity to quickly adapt to market needs.”

About Seldat

Seldat Distribution Inc. provides innovative, scalable solutions and services that help companies in every link of the supply chain grow and prosper. Our mission is to empower businesses and consumers worldwide to find, buy and sell anything —

without the limitations of borders and logistics challenges. Headquartered in South Plainfield, New Jersey, Seldat employs more than 2,200 people in multiple New Jersey locations, as well as in Los Angeles, New York, Canada, China, Colombia, Germany, Ecuador, Israel, Panama and Vietnam. To learn more, visit www.seldatinc.com