

# NEWS RELEASE



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## **Data-Basics Expands Marketing Efforts with New Appointment**

### *Thomas Bubnick Assumes New Role as PR/Marketing Manager*

**CLEVELAND, OH**—Data-Basics Inc. is pleased to announce the appointment of Thomas Bubnick as PR/marketing manager. Bubnick fills a new position designed to help enhance the company's visibility and solidify its presence as a leading provider of enterprise software solutions for the service and facilities management industries.

"Data-Basics is in the midst of expanding into some new markets and saw a need to increase our marketing support accordingly," said Jean Knox, director of marketing for Data-Basics. "Adding Tom to the department was a logical step in our growth to help us capitalize on these opportunities and provide organizational depth."

Prior to joining Data-Basics, Bubnick served as marketing manager for The ARS Group, an Evansville, Indiana-based advertising research company. In that capacity, he managed various print and Web communications, contributing copy, graphics and creative direction.

Bubnick earned a bachelor's degree in journalism, with a focus in advertising management, from the E.W. Scripps School of Journalism at Ohio University.

**About Data-Basics Inc.**

Data-Basics Inc. (<http://www.databasics.com>) is a leading provider of enterprise software solutions for the service, construction and facilities management industries. Offering a fully integrated system, Data-Basics helps companies plan and track enterprise-wide activities in real-time while managing data in a customized, secure environment. Based in Cleveland, Ohio since its establishment in 1974, Data-Basics is a privately held company with more than 20 software professionals and a growing network of dealers and sales representatives throughout the U.S. and North America.

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