

**NEWS RELEASE**

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**CORPORATE UNITED NAMES MANAGER OF CATEGORY DEVELOPMENT**

CLEVELAND – May 27, 2010 – Corporate United, the nation’s largest group purchasing organization, hires Katie Virtue as manager of category development in its Cleveland headquarters office.

Virtue will serve as a category manager for various agreements within the Corporate United category portfolio and will lead the strategic planning and execution initiatives for select categories. She will also assist in the improvement of communication and standardization of Corporate United’s supplier processes, as well as other activities related to market development and data analysis. Additionally, Virtue will be responsible for collaborating with the marketing and implementation departments to develop category collateral and other materials.

Prior to joining Corporate United, Virtue served as a management consultant for Klay Information Management Consulting Ltd and taught at Mount Royal University in Calgary, Alberta, Canada as a marketing instructor.

“As Corporate United continues to grow both our membership and portfolio of leveraged agreements, we require additional category development support,” says Ara Arslanian, director of market development for Corporate United. “We are pleased to welcome Katie to our team at a pivotal time in the company’s growth. She brings a depth of experience and a proven track record in fields that are key to our success.”

Virtue graduated summa cum laude from Niagara University with a bachelor of science in commerce and a minor in communications and leadership with a concentration in marketing. She also earned a master’s degree from Kent State University, where she graduated summa cum laude with a marketing concentration.

**About Corporate United**

Corporate United is a member-based organization whose mission is to advance the collective spend management efforts of its member companies; it achieves this by combining access to market-leading leveraged agreements and the application of category lifecycle management (CLM). Through its CLM process, Corporate United handles the ongoing management of the contracts and suppliers across its more than 25 pre-negotiated indirect agreements.

Corporate United is comprised of more than 160 member companies, spanning every industry sector, representing over \$40 billion in aggregated spend. Founded in 1997, Corporate United is headquartered in Cleveland, Ohio. For more information, contact us at 440.895.0938 or visit [www.corporateunited.com](http://www.corporateunited.com).

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