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# Press Release

## **Genesis Announces New President**

**Tyler, Texas, March 22, 2013**

**Phil Burks**, founder and CEO of The Genesis Group, has announced that as of Tuesday, March 5, 2013, he is stepping away from his role as the president of the company and has named **Jim Nipp** of Whitehouse, Texas, to take over that position. Mr. Nipp was formerly the company's Vice President of Business Development. Mr. Burks says, "For me to turn over the business that has been my primary passion and focus for 24 years is naturally a very difficult thing. However, having worked closely with Jim over the past 4 ½ years, I know that he holds my values as well as the value of the Genesis brand, and I feel confident that Jim will lead our team to continued success."

Before joining Genesis in 2008, Jim Nipp spent about 20 years starting and growing successful businesses in the technology industry. He developed a broad base of experience and a keen sense of what it takes for a company to succeed well beyond simple survival. After leaving the USAF and landing in Austin, Texas, in the early days of the tech boom, Mr. Nipp began his technology career at a very young Dell Computer Corporation. Whether with his own companies or on behalf of some of the largest names in the industry, Jim has started computer and electronic component manufacturing and service facilities in the US, Mexico, Taiwan, Eastern Europe and South America.

Genesis provides unmatched professional services and specialized software solutions to the complex communication industry, enabling system owners and operators to take command of their equipment and information; it is a privately held company with international headquarters in Tyler, Texas. For more information about The Genesis Group and its products, see <http://www.GenesisWorld.com>.

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