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**ROBIN SOEHL APPOINTED VICE PRESIDENT OF STRATEGY AND CHANNEL DEVELOPMENT FOR HD SUPPLY FACILITIES MAINTENANCE**

**SAN DIEGO – May 11, 2011** – HD Supply Facilities Maintenance today announced that Robin Soehl has been named the company’s vice president of strategy and channel development.

In this newly created role, Soehl will develop and implement an institutional strategy and drive all aspects of selling to government entities. She will lead the Federal Government and State, Local and Education (SLED) National Accounts and Field Sales teams, as well as oversee contract compliance. Soehl will continue to lead the company’s e-Business, Business Development and Business Integration teams. Soehl previously held the position of vice president of marketing and business development at HD Supply Facilities Maintenance.

“I am excited to have Robin lead our Institutional vertical. Our customers will directly benefit from her vast experience, intense customer focus, operational background and her track-record for driving positive customer results,” said Anesa Chaibi, president and CEO of HD Supply Facilities Maintenance. “With our dedicated Institutional team in place, we are well-positioned to meet customer needs. We are committed to our five specific verticals – Institutional, Healthcare, Multifamily, Hospitality and Services – and having an experienced leader like Robin oversee our Institutional vertical underscores that commitment.”

Soehl joined HD Supply in 1996, as manager of database marketing. She has since held a number of key roles, including director of marketing, director of e-business, vice president of business improvement and quality operations, vice president of marketing and corporate strategy, and vice president of marketing and merchandising. Some of her many accomplishments include establishing the company’s multi-channel marketing approach, leading the company’s online strategy, successfully integrating acquired companies, creating the company’s customer research capability and optimizing productivity while always maintaining focus on the customer.

Prior to joining HD Supply she held positions in finance, marketing and analytics. She holds an MBA – with an emphasis in International Marketing – from Baruch College of the City University of New York and a bachelor’s degree in Spanish and Literature from the University of South Carolina.

**About HD Supply Facilities Maintenance**

HD Supply Facilities Maintenance ([www.hdsupplysolutions.com](http://www.hdsupplysolutions.com)) is a leading supplier of maintenance, repair and operations (MRO) products to owners and managers of multifamily, hospitality, educational and commercial properties; healthcare providers; and municipal and government facilities. HD Supply Facilities Maintenance has 36 distribution centers, a fleet of more than 600 delivery vehicles and 22,000 items in stock. For additional information about HD Supply, contact Angela Brooks at 770-852-9004 or email at [angela.brooks@hdsupply.com](mailto:angela.brooks@hdsupply.com).

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