

## *FireStream Hires Vice President of Customer Care*



-Gayle Smith  
Vice President,  
Customer Care

ST. LOUIS – May 17, 2007 – FireStream WorldWide, Inc., a leading supplier of quality automation solutions for elite lubricant and petroleum jobbers and high-end retailers, is pleased to announce the hiring of Gayle Smith as Vice President of Customer Care.

Smith joins FireStream with more than 18 years of experience in the petroleum industry. She began her career in customer service with Amoco Oil in 1988. During her employment with Amoco and later BP, she moved from an entry level accounting clerk position to analyst, team lead, trainer, senior business consultant and project manager.

Smith and her teams provided customer support in the areas of Invoicing, EFT, Accounting, Portal, Customer Master and Credit Card to BP's retail sites throughout the United States. While at BP, Smith was a subject matter expert during three SAP conversions and two CRM implementations, and provided customer requirements to mitigate the impact to BP's customers.

By focusing on the customer experience, Gayle has come to truly understand what is necessary to provide best-in-class customer care. She leads by example and sets high expectations for herself and her team, and is dedicated to delivering distinctive customer care at FireStream.

With a focus on profitability and efficiency, St. Louis-based FireStream provides tank wagon and transport delivery automation, retail price book, retail and wholesale back office accounting, Cardlock billing, Degree-Day order management, and equipment tracking.

For more information contact FireStream WorldWide, Inc., 12935 N. Outer Forty Dr., Suite 200; St. Louis, MO 63141; (314) 434-4601; or visit [www.firestreamww.com](http://www.firestreamww.com).