

For Immediate Release

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MarketStar Publishes Mobile Phone Usage Study

Ogden, UT (September 20, 2007) – MarketStar, a leader in increasing retail sales, recently conducted a market research study, profiling a typical retail store associate and learning which brand of mobile phone they personally use and which brands they generally recommend to end users. The study showed that less than half of sales associates actually recommended the brand of phone they currently own and use.

Top features that customers asked sales associates about included text messaging, camera features, and an MP3 player. Lower rated features included Bluetooth, email and Web navigation. With smartphones, customers based their buying decision on features such as price, ease of use, and size. The study also shows how sales associate behavior varies based on type of retail store and demographics of the associate.

“Because of the highly competitive nature of the wireless industry, understanding the retail store environment is critical for manufacturers seeking an edge,” said Dave Treadway, President and CEO of MarketStar. “MarketStar is in a unique position to understand the mindset of the retail sales associate, as our Brand Advocates conduct thousands of training engagements each week on behalf of our clients. This study is an example of the type of strategic market insight we provide our clients on a daily basis.”

MarketStar’s Market Research team provides manufacturers with market insight, such as the findings in this study, to aid them in making effective strategic and tactical decisions. To receive a full copy of the study or to learn more about MarketStar, visit www.marketstar.com or e-mail info@marketstar.com.

About MarketStar

For the last two decades, MarketStar has been the proven expert in designing outsourced sales and marketing solutions and go-to-market systems and intelligence. We hire skilled, professional people who deliver actionable knowledge to clients to produce predictable, profitable results. Serving as an integrated extension of a client's sales and marketing team, MarketStar generates and closes sales in multiple sales channels. MarketStar is a part of Omnicom Group Inc. (NYSE: OMC) (www.omnicomgroup.com).

For more information, visit www.marketstar.com.

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