

FOR IMMEDIATE RELEASE

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RadioShack Names Mio as Its Top Consumer Electronics Vendor

OGDEN, UTAH (December 3, 2008)—MarketStar, the premier pioneer in outsourced sales and marketing since 1988 is excited to announce that its client, Mio Technology, was recently recognized for its outstanding support at RadioShack Corporation's annual vendor conference held mid-September in Fort Worth, Texas. Established in May of 2002, Mio's North American operations partnered with MarketStar this year and have enjoyed increased ongoing retail presence.

The program's extensive level of retail vendor support was a primary contributor for Mio's receipt of the top vendor award in the consumer electronics category. Mio CEO, Samuel Wang, arrived at the Fort Worth ceremony from Taiwan to personally receive the award.

Store support in 1800 locations includes monthly staff training, demo days and weekend sales support. RadioShack also notes that the associate training and extensive assistance from Mio Technology has had a significant impact on the position and sale of its products, specifically the Moov 500 car navigation system. The Moov 500 was designed exclusively to meet RadioShack's product needs and is not available at any other retailer.

"It was fun to be recognized by RadioShack as Vendor of the Year," said Kiyoshi Hamai, Sr. director of sales and product management at Mio. "Clearly Marketstar was a significant part of Mio's recognition. Thank you so much for your support and putting together an amazing team of BEs."

RadioShack's vendor awards recognize collaboration, innovation, technology and business performance in helping to bring the RadioShack brand to life in neighborhoods across the country.

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. For more information, visit www.marketstar.com.

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