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For Immediate Release

MarketStar Shows Support for Local Charity

Ogden, UT (August 3, 2007) – MarketStar employees from around the country joined forces to participate in MarketStar Corporation’s *Pick Up Your Feet* charity event benefiting the Boys and Girls Clubs of America. In conjunction with the Alan and Jeanne Hall Foundation, over 700 employees and their families successfully raised \$22,544. The Hall Foundation is a private charitable organization that has made numerous charitable donations around Utah and Latin America.

MarketStar’s goal for this fundraiser was to promote fitness, collectively walk over 1,000 miles, and bring employees together for a deserving cause. MarketStar completed its goal by walking 1,893 miles. The US-based MarketStar offices that participated were located in Utah, Georgia and North Carolina; MarketStar also had field-based employees participating remotely; employees walked on their own with the money going to the Boys & Girls Clubs in their local areas

The largest gathering of MarketStar employees was near MarketStar’s Ogden, Utah headquarters and took place on the campus of Weber State University. Weber State opened up the track surrounding their football field for the event, where several hundred employees and their families gathered. “It was very successful,” said Danielle Vazquez, the public relations and marketing manager for the Utah Boys and Girls Club, “Everyone was very supportive on such a hot day.”

“We did not anticipate that it would be this big,” said Alan Hall, Founder and Chairman of MarketStar. “We decided to do something a little different and it was a huge success. The Boys and Girls Club is a very deserving organization, and it was a great to see all our employees get involved in a charitable way.”

A central tenant of MarketStar’s corporate culture, known as “The MarketStar Way”, is to enable employees to give back to the communities in which they reside. “A huge part of the MarketStar Way is giving employees the time to build and support their own communities. ‘Pick Up Your Feet’ has really accomplished this by carving out a little time on a work day and giving our employees the structure to raise this money. I’m very proud of our employees and pleased to be able to help the children of America with this money,” said Dave Treadway, President and CEO of MarketStar.

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

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