

Joe Dallimore  
Marketing Director  
801.395.9519  
[jdallimore@marketstar.com](mailto:jdallimore@marketstar.com)

**For Immediate Release**

**MarketStar appoints CE Industry Veteran Rocco Tricarico as Vice President of Business Development**

Ogden, UT (November 08, 2007) - MarketStar, the global leader in outsourced sales and market solutions, announces the appointment of Rocco Tricarico as the company's Vice President of Business Development. Tricarico brings significant experience to MarketStar and will help drive the company's business development efforts in the consumer goods and services industry.

"The appointment of Rocco demonstrates a strategic investment that MarketStar is making to expand the level of service we provide our clients," said Dave Treadway, MarketStar President and CEO. "We believe that his well-rounded experience brings strong credibility and insight to our retail business."

Over the last fifteen years, Tricarico has amassed a considerable knowledge of the consumer electronics landscape through his executive tenures at retailers, manufacturers and service providers. In that time Tricarico has been a cornerstone to the launch of many brands and technological innovations such as DIRECTV, TiVo and XM Radio. His accomplishments and accolades further demonstrate the breadth of his experience, including a "Best of CES" product award for the Pioneer Inno portable music player, and the "Roll-out Campaign of the Year" for the DIRECWAY broadband service. Tricarico was also an integral part of Circuit City's management team, which grew from a regionalized retailer to a specialty-retail powerhouse with over 650 locations nationwide during his tenure.

In his role as Vice President of Business Development, Tricarico will use industry best practices to assist current MarketStar clients in maximizing program performance. Additionally, Tricarico will apply his experience to support new brands that will benefit from MarketStar's strategic market intelligence, go-to-market planning, and execution services.

"Throughout my career I have often recognized MarketStar as a clear industry leader, and as such, I am especially excited to be part of such an exceptional team," said Tricarico. "I am confident that my background, combined with the unparalleled resources MarketStar brings to bear, will lead to exponential results for our current and future clients while setting even greater standards within the industry."

**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](http://www.marketstar.com).

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