

FOR IMMEDIATE RELEASE

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MarketStar's Michelle Gunter Awarded in Recognition for Driving Technological Innovation at the First Annual Women Tech Awards

OGDEN, UTAH (October 1, 2008)—MarketStar, the premier pioneer in outsourced sales and marketing since 1988, is pleased to announce that Michelle Gunter, vice president and general manager of MarketStar's Hewlett Packard program was a recent recipient of the 2008 Women Tech Rising Star Award, presented by the Women Technology Council.


Fifteen Utah women leaders were selected as finalists for the first annual Women Tech Awards. The program was established to recognize the efforts of technology-focused women who drive innovation and contribute to local communities. The winners of this year's awards were honored at a 300-chair sold-out awards luncheon on Thursday, September 18, 2008, hosted by MountainWest Capital Network.

Devin Thorpe, president of MountainWest Capital Network and managing director of TOIP at USTAR, said "The Women Tech Awards program has established itself as the premier recognition for women in technology. We were honored to co-present this program and be able to recognize so many great and talented women in the community."

Michelle Gunter began her career with MarketStar in 1999 as a technical sales professional responsible for training and educating partners on all HP technology products. Today, she serves as client services vice president of Hewlett Packard, maintains responsibility for a multi-billion dollar sales program and manages more than 300 employees. Approximately 60 percent of these employees are located in the Salt Lake City office—the rest reside remotely across North America.

"I was thrilled to accept the Rising Star award this year and honored to be celebrated with other nominees who make a difference in their field each day," said Gunter. "Considering the caliber of women who shared the nomination for this year's Women Tech Awards, it was a humbling experience to be recognized."

Michelle is also the proud mother of a son with Autism and is an active member of the National Autism Association (NAA) to drive awareness and advocate for children with disabilities' right to education. Michelle is a graduate of Utah Valley University and a member of the National Association of Female Executives (NAFE), the American Business Women's Association (ABWA), and recently completed Omnicom's Advanced Management Program (AMP).



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"Michelle has a strong passion for the business, the client and employees," said Julie Simmons, MarketStar vice president of Information Technology and Market Analysis. "She is constantly concerned about employees' welfare and well-being and has implemented a very strong culture to ensure employees get the support and development required."

Other Women Tech Award recipients included Sally Brown of Autoliv North America, Sanchaita Datta of Fat-Pipe Networks, Deborah Eppstein, Ph.D., of Q Therapeutics, Tamara Goetz, Ph.D., of the Governor's Office of Economic Development.

"The five women awarded the Women Tech Awards represent exactly what we established this program for, leadership, innovation, community involvement and passion." said Cydni Tetro, executive director Women Tech Council and VP of Products and Marketing at NextPage. "We were proud to honor all of the women involved in the 2008 Women Tech Awards."

About MarketStar

For the last two decades, MarketStar has been the verified 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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