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CA Gains Stronger Foothold in Circuit City Stores with MarketStar's NEG Team

OGDEN, UTAH (September 22, 2008)—During its seven-weekend national retail event, MarketStar's NEG team was able to redefine CA's presence in Circuit City stores from barely existent to holiday-exclusive. Through strategic product training, the NEG also empowered retail associates to continue driving sales of CA products for months to come.

Retail's busiest month was 50 degrees cooler and two seasons away when MarketStar's National Events Group laid a foundation for CA's considerable holiday sales success. The CA Internet Security Suite national retail event, launched in early summer, was held at nearly 200 select Fry's and Circuit City electronics store locations. While the program delivered both long- and short-term results for CA sales, kudos were also given to MarketStar's NEG team members for their outstanding professionalism. Over seven consecutive weekends, authorized CA representatives spent time visiting designated retail locations to promote brand awareness and educate store associates and the public on what makes CA superior to the competition.


Event staff's primary objective was simple: sell more CA Internet Security Suite. While the outcome of that objective was a success, a bonus benefit was that the NEG was also able to secure key retail placement for CA products nationally in Circuit City locations throughout the retail holiday season—optimal real estate during prime selling season.

People

Aside from the stand-alone success of the program, event staff was also recognized for its level of knowledge and increased education among sales associates. Select stores were notified and permission to hold the event was requested in advance. Once in the store, representatives aided in basic merchandising tasks to maximize product placement. Each team member acted as an authorized CA representative and offered valuable information to both associates and end users.

Measuring sales at these locations, it is evident that the knowledge and experience of MarketStar NEG members made the significant impact on overall sales for CA products. Both retailers have specifically reported that the weekend teams arrived highly educated and made a marked difference in the attitudes of sales associates regarding CA versus the competition.

"This has been one of the most successful events in which we have engaged based upon the success and professionalism of the program," stated MarketStar's contact at CA. "Circuit City has given us the opportunity to have prime retail space and attention during the 4th quarter of 2008, specifically the holiday selling season. Through follow up calls and mystery shop calls, it is evident that the knowledge of representatives and sell-through of CA product at the store level has increased dramatically."



Proof in numbers:

111 CA representatives in-store for 56 hours over 7 weekends
1,290 store visits over the duration of the event.
1,695 Retail associates trained on the CA Internet Security Suite
12,469 consumers introduced to CA product.
25% of those Circuit City consumers purchased a CA Product.

Knowledge

A major hurdle for the NEG was to overcome store associate's lack of knowledge and understanding of CA products. Computer store associates are often in the stubborn habit of pushing only those products most familiar to them. Breaking this pattern of comfort would require on-hand expertise and training in what CA offered apart from the competition as well as optimal product placement in store locations.

In preparation for the event, over 100 representatives participated in extensive training to become CA certified. This method was crucial for the program's success. Representatives were given tools for training through a variety of online and telephone resources. This saturation of information helped reps promote brand awareness, product knowledge and overall CA enthusiasm among 1,600-plus Fry's and Circuit City associates. Additionally, CA Internet Security Suite was introduced to over 12,000 potential customers—approximately 25 percent of who ultimately purchased a CA product.

Among the more crucial aspects of the program, team members followed up their store presence with timely, accurate and well-outlined reports that provided CA with actionable information, which could be utilized in further product positioning and marketing opportunities.

Results

Each weekend, CA teams introduced 1,600-plus customers to the Internet Security product. Of those consumers, nearly a quarter of them followed through with a purchase. The direct mail-in rebate offer was a pivotal decision-maker for about 30 percent of those purchasing customers. The combined results of this event have not only proven a tremendous success for CA event sell-through, but individual store associates have emerged more informed and comfortable in promoting CA to future consumers.

While immediate results for event are impressive, the long-term outcome offers even more potential as CA has not traditionally enjoyed the type of premium product placement that Circuit City is offering during the critical holiday retail time of year. CA also noted their satisfaction in the representatives taking the time to complete the important, yet sometimes mundane reports.

Additional far-reaching benefits of the event may not yet be evident—this is not just MarketStar's story to tell. From CA brand awareness to newly trained associates in retail locations and end users, each beneficiary involved in the program will recognize rewards from the event team's involvement.





About MarketStar

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