

FOR IMMEDIATE RELEASE

Kelly Taylor
Corporate Marketing Director
ktaylor@marketstar.com

**MarketStar Marks 20th Anniversary with Total Building Renovation
First phase of remodel revealed at ribbon-cutting event**

OGDEN, UTAH (September 19, 2008)—MarketStar, the premier pioneer in outsourced sales and marketing since 1988 and one of Ogden, Utah's largest employers, celebrated its 20th anniversary with a ribbon-cutting event on Wednesday, September 17th. MarketStar's corporate office, located in downtown Ogden, showcased its first phase of a building-wide remodel during Wednesday's ceremony at the headquarters on Washington Boulevard. Among those who attended the event, MarketStar welcomed Governor Jon Huntsman Jr. and the Ogden Weber Chamber of Commerce.

Moving in to its third decade with a fresh face, MarketStar's corporate location has been under the building-wide remodeling project since early June of 2008. Planning of the floor-by-floor renovation began early this year and the project is scheduled to be completed by next fall. Opting to keep its corporate office and jobs local, MarketStar recognized a need to update the six-story Ogden, Utah building to accommodate its growing business and staff.

The first phase of the remodel, the sixth floor, was recently completed. The top floor's modern look complete with new furnishings, state-of-the-art conference rooms, the latest technology and a well-equipped corporate suite was revealed during the ribbon-cutting event on Wednesday.

As the remodeling project progresses, each floor of MarketStar's corporate office will feature a different theme as determined by employee suggestions—meeting rooms will be named in conjunction with these themes. The sixth floor's largest conference room, appropriately named "Snow Basin" because of its impressive view of the Utah resort, leads other meeting rooms named after popular Utah ski resort destinations. MarketStar's sixth-floor offices are scheduled to be the permanent home of nearly 80 Ogden employees including its corporate management team.

During the anniversary celebration, Governor Jon Huntsman Jr. addressed MarketStar's role as one of Weber County's major private employers as well as a key community player helping to support local charities and economic development projects. Additionally, Mayor Huntsman recognized MarketStar founder, Alan E. Hall's substantial contribution to the growth of Utah's commerce through the establishment of the non-profit, Grow Utah Ventures organization. Grow Utah Ventures is a private, nonprofit organization directly involved in assisting many early-stage Utah businesses in obtaining financial resources and achieving their revenue goals.

Reflecting on MarketStar's 20-year success, Hall expressed appreciation to MarketStar's employees as well as the community of Ogden for its support over the last two decades. Twenty years ago, Ogden native, Hall started what would eventually become MarketStar Corporation from his basement. Now, with nearly 2,800 employees world-wide, MarketStar's team communicates in over 20 languages with operations across North America, Latin America, Asia Pacific, Europe and the Middle East. MarketStar's community involvement efforts benefit local organizations including Toys for Tots, Boys and Girls Club of America and the American Cancer Society.



FOR IMMEDIATE RELEASE

Kelly Taylor
Corporate Marketing Director
ktaylor@marketstar.com

**MarketStar Marks 20th Anniversary with Total Building Renovation
First phase of remodel revealed at ribbon-cutting event**

(continued)

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.

MarketStar is a part of Omnicom Group Inc. (NYSE: OMC) (www.omicomgroup.com). Omnicom is a leading global advertising, marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, interactive, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

###

