

PRESS RELEASE

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Laurent Stanevich Named Vice President of Operations

Outsell Names Laurent Stanevich as Vice President in Charge of Operations

Minneapolis, MN, June 28, 2010 – www.outsell.com – Outsell, a leading automotive digital marketing services firm has announced the hiring of Laurent Stanevich to the position of Vice President of Operations. Laurent joins Outsell with over 15 years of experience in leading the strategy and delivery of digital marketing for global brands. In his new role, he will be responsible for the maintenance and advancement of Outsell's campaign production and service delivery standards and environment.

Laurent is a strong, influential leader who has demonstrated a relentless commitment to excellence and has consistently achieved distinguished results in each leadership position he has held," said Mike Wethington, CEO of Outsell. "He has a wealth of business, strategic communications and technology experience, encompassing both start-up and Fortune 500 environments. We are delighted to have him join our team here at Outsell. "

"My extensive experience in the digital marketing space has only reinforced my belief that the real opportunity for our next wave of digital growth lies within the distributed networks of dealerships, agencies and franchises that work to serve global brands," said Stanevich. "They are the engines that bring those global products into local markets, and then put them into the hands of satisfied customers; I am excited to be at the forefront of super-charging those relationships with the power and sophistication of a top-tier digital marketing platform."

Laurent began his career in digital marketing at Agency.com, serving as the Global Creative Director on BritishAirways.com and overseeing the digital branding and creative for clients such as Coke, Compaq and MetLife. Laurent then joined the e-commerce management consulting firm Mainspring as partner, establishing one of the industry's first consulting practices focused squarely on translating business strategy into a successful customer experience. He continued to serve as the managing executive of the Customer Strategy practice after Mainspring's acquisition by IBM, until leaving to co-found the interactive agency Shift Global. Laurent has also worked at Wunderman Detroit as the SVP of Digital Marketing, where he led the strategy and development of all digital marketing activities for the Ford, Lincoln and Mercury brands in North America, and went on to lead the digital marketing teams serving clients such as Microsoft, Samsung and Dell.

About Outsell LLC

Outsell (www.outsell.com) is a digital marketing services firm that helps market leaders effectively engage consumers. We build and execute intelligent, data-driven digital marketing campaigns that change consumer perceptions, drive incremental measurable sales and deliver more revenue per ad dollar spent.

Outsell *The Intelligent Marketing Company*™

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