

Announced: September 1, 2010

STI ADS EXECUTIVE STRENGTH TO PREPARE FOR GROWTH

REDMOND, WA – STI Fleet Services, Inc. has entered into an agreement with marketing entrepreneur Derek Drake to lead the expansion of the company's business into consumer marketing and promotion services for U.S. automotive industry, including automakers, dealers and their respective agencies.

“Over the next five-to-seven years the U.S. automotive market is expected to experience a massive rebound of annual car sales to historically record high levels. With the unprecedented upheaval of the past twenty-four months, automotive marketers are looking for a new solution to engage car buyers,” says Marty Mehl, founder and President of STI. Mehl continues, “In recent months, Derek has helped us discover an opportunity to leverage our existing capabilities, infrastructure and technologies to provide automotive marketers the solutions they need.”

“The STI team has a proven track record of success with unparalleled know-how for showcasing cars, trucks and SUV's through events that put press and media in the driver's seat, giving them a hands-on experience with the car,” commented Drake. “Leveraging those capabilities to provide car buyers with a frequent and convenient opportunity to drive new cars in a relevant, neutral environment is a natural extension to the current business. By combining consumer drive experiences with slight modifications of the company's existing proprietary technologies to integrate with various social media web sites, we can now provide automotive marketers with an integrated, comprehensive solution for engaging car buyers that has never been available before.”

Drake joins the company as Managing Director and will take responsibility for expanding the firm's business development, marketing, research, creative, client services and program management functions. The company has immediate full-time and contract employment opportunities available in Seattle, New York, Detroit and Los Angeles. Mehl continues to serve as President and Chairman, overseeing the company's press fleet services, operations and administration. Drake has taken a substantial equity stake in the company and will occupy a seat on the Board of Directors. Financial terms of the deal are undisclosed.

About STI, Inc.

STI is a privately held company serving auto makers, dealers and their respective agencies by producing real-life drive experience campaigns for automotive media, car and truck buyers. Founded in 1989 and headquartered in Redmond, WA, STI operates thirteen offices throughout the United States handling thousands of standalone drive experience events and media placements per year for many of the world's leading auto makers. For more information on STI, visit www.drivesti.com.

About Derek Drake

Drake brings sixteen years of experience to STI as a marketing services entrepreneur leading start-up and growth initiatives for various agencies. Most recently, Drake served as Chief Executive Officer and Strategist of Seattle based RALLY Marketing Group leading the agency's repositioning and development of experiential marketing campaigns for Starbucks, Procter & Gamble, MillerCoors and other world-leading household brands. Drake's previous experience includes senior executive and C-level roles in online media, merchandising and licensing agencies. He lives in Sammamish, WA with his wife and their two children.

####