

Announced: January 3, 2011

STI INVESTS IN CLIENT SERVICES AND CREATIVE TALENT

REDMOND, WA – STI Fleet Services, Inc. announced that automotive industry client services professionals Todd Liedeke and Tony Longoria joined the company in December 2010 as Directors. Additionally, experiential marketing design expert Dan Gough joined the firm as Design Director.

“We’re very excited Tony, Todd and Dan decided to join our team”, comments Derek Drake, STI’s Managing Director. Drake continued, “We expect increasing competition amongst automakers for U.S. car and truck buyers over the next few years. As more buyers return to the market and new kinds of vehicles are introduced, people are reshaping their loyalties to vehicle brands. The brands that win in the next two-to-three years will be the brands that shape the long-term future of the industry. Having these three gentlemen on our team is a big step in making sure we’re doing our part to ensure the clients we serve are the brands that win.”

Prior to joining STI, Todd Liedeke spent sixteen years at Morley Companies developing and managing sales promotion and marketing programs for Morley’s automotive clients. Mr. Liedeke’s experience includes coordination and planning of integrated social media, online, sponsorship, event, experiential, endorsement, sales promotion and incentive campaigns for some of the world’s most recognized car brands. He holds an M.B.A. from Northwood University and Bachelor degree from Saginaw Valley State University. He is based in Brighton, MI.

Tony Longoria joins STI with extensive experience providing automotive manufacturers with integrated sales, event, display, incentive, promotion and public relations solutions. His background includes work at Ford Motor Company, Toyota Motor Distributors, Maritz, Inc., BI Performance and other promotion and marketing agencies serving the automotive industry. Mr. Longoria holds a Bachelor degree from Notre Dame and M.B.A. from Southern Methodist University. He is based in Huntington Beach, CA.

Dan Gough brings thirteen years of professional graphic and event design experience to STI. Prior to joining STI, Mr. Gough led the design team at Seattle based Rally Marketing Group creating experiential marketing engagements for clients including Starbucks, Procter & Gamble, MillerCoors, OSI Restaurants, Safeway, 7-Eleven, Valvoline and other world leading brands. His previous experience also includes creating designs and experiences for gaming companies and apparel manufacturers. He is based in STI’s corporate office in Redmond, WA.

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, truck and SUV 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 every year for many of the world’s leading auto makers. For more information on STI, visit www.drivesti.com.

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