



PRESS ANNOUNCEMENT

For Immediate Release

Madonia Named Chief Marketing Officer at DoubleStar, Inc.

Industry Veteran Brought on to Broaden Marketing Efforts and Facilitate Growth

West Chester, PA, March 22, 2007—DoubleStar, Inc., a leading provider of Talent Acquisition and Talent Measurement solutions, has named Ellen Madonia as the firm's Chief Marketing Officer. Madonia will oversee all aspects of marketing including branding, positioning, press and analyst relations, events, and lead generation activities.

Prior to joining DoubleStar, Madonia was Vice President of Marketing for AnchorPoint, Inc., of Framingham, MA. As a member of AnchorPoint's senior management team, she had responsibility for the entire marketing process, facilitating brand awareness and sales opportunities for their award-winning Telecom Expense Management Solution.

Previously, as Vice President of Marketing at Webhire, an on-demand talent management solutions provider, she was involved in bringing the industry's first web-based applicant tracking solution to the human resources marketplace. With responsibility for defining and managing the entire customer experience for Webhire, Madonia led a corporate rebranding and repositioning process that helped the company gain market share and value in a highly competitive space.

"We are excited to have a marketing professional of Ellen's caliber join DoubleStar. As DoubleStar continues to grow and expand our offerings, strong marketing efforts will certainly be a key factor in our success," said Larry Hutchison, Chief Executive Officer, DoubleStar, Inc. "We think Ellen will be a compelling addition to the team as we focus on finding innovative, customer-centric approaches to solving talent acquisition and measurement challenges for our customers."

Madonia also held senior sales and marketing positions at Compaq, Interleaf Inc, and Wang Laboratories. Madonia earned her BA at the University of New Hampshire and studied Art History at the American University of Rome. She holds memberships in NETSEA, The New England Technology, Sales, Marketing & Business Development Executives Association™; The Technology Council of Advisors; and is a Former Member of Human Capital Institute's Board of Advisors and Future Labor Trends Panel.

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“I was immediately impressed with the DoubleStar leadership team’s, talent and vision. The Recruitment Consulting division truly understands the need in the marketplace and creatively finds solutions to help their customers achieve powerful results.” said Madonia. “When it comes to workforce analytics, DoubleStar has found a way to turn their vision into an easy-to-consume solution that brings advanced measurement capabilities to the broader market, enabling customers to make that elusive connection between talent data and business results. I am very excited to be part of the DoubleStar team, to facilitate their marketing initiatives and help drive continued success.”

About DoubleStar

Founded in 1993 and headquartered in West Chester, PA, DoubleStar, Inc is a leading provider of Talent Management solutions, specializing in Talent Acquisition and Measurement. Our Talent Acquisition solutions include on-demand project recruiting, talent market intelligence, recruitment process outsourcing (RPO), and process optimization and consulting. Our Talent Measurement solutions include the leading workforce analytics technology product, Workforce Insight, assessment services, workforce analytics consulting, change management and product support. These solutions enable our clients to achieve their business goals through workforce optimization.

A two-time INC. 500 consulting firm, the company has appeared a record six times in the Philly 100 list of fastest-growing companies, has been named by Benchmark Communications as one of the top 25 companies in the world for Best Practices in Human Capital Management, and was named by Gartner as one of 2006’s ‘Cool Vendors’ for Talent Management solutions. For more information, visit www.doublestarinc.com.

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