



**For Immediate Release
March 4, 2005**

Moore County, NC

Million Dollar Investment and 75 Jobs Slated for Moore County

Trident Marketing Launches DIRECTV Sales Operation in Southern Pines

SOUTHERN PINES, NC – Trident Marketing, Inc. announced it will spend more than a million dollars to establish and operate a satellite television marketing division aimed at a national audience.

According to Richard Craven, manager of Trident's new division, Direct Sat TV, LLC will approximately double the number of employees that now work for other divisions of Trident in Moore County. "We've already hired an additional 35 employees in telephone sales, accounting, administration, marketing and information systems," he said. "Our expectation is that we'll hire between 40 and 50 more people in 2005."

Craven said the new business will take advantage of synergies made possible by Trident's direct marketing center established in 1996. "The corporation already has a number of successful enterprises that require similar capabilities, and Direct Sat TV fits right in. It lets us begin operations with a fully functional call center staffed by qualified sales professionals," he said.

A native of Moore County with an MBA from Wake Forest, Craven is an attorney and CPA. Craven's partner is Steve Baldelli, a resort owner/operator for the past 20 years and a principal in several strategic marketing-driven businesses.

P.O. Box 5885
Pinehurst, North Carolina 28374-5885
Phone (910) 246-0311 Toll Free 800-461-3755 Fax (910) 246-0312
Email: moorecntypartners@earthlink.net Website: www.moorebusiness.org

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Together they head a Direct Sat TV management team experienced in satellite TV sales, including Victor Scott, senior sales manager; David Petsolt, marketing director; Peter Schwartzbauer, information systems director; and Kenny Hudson, customer service manager.

The group will be responsible for identifying and driving customers to the call center operation through a multi-tiered marketing strategy, Craven noted. He said the company will take advantage of an aggressive direct response marketing program.

Kelly Chadwick, DIRECTV's regional sales manager, said that the startup of Direct Sat TV is a welcome addition to DIRECTV's national sales efforts. "We're delighted to see that Trident has put together such an impressive sales and marketing team, and look forward to working with them to help us continue to grow our customer base."

On the community front, Ray Ogden of Moore County Partners in Progress says the investment in higher paying jobs will have a needed positive impact on "a community still working to bring about an economic recovery. This is great news for Moore County."

Direct Sat TV recently occupied its 9,000 square foot building at 340 Commerce Avenue, Southern Pines, NC. Craven said the space is designed for near-term needs as well as long-term expansion.

Individuals interested in contacting the company should call 910-693-3000 (x 1440) or visit www.tridentmarketing.com.

Contact: David Petsolt, Marketing Director, Trident Marketing Inc.
910-693-3000, x1406 dpetsolt@tridentmarketing.com
Ray Ogden, Executive Director, Moore County Partners in
Progress, 910-246-0311