

PRESS RELEASE

TAMPA, FLORIDA

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Late last year, The Center for Sales Strategy (CSS) and Cox Radio sued Mainline Broadcasting and one its employees in Federal Court in Richmond, Virginia for unauthorized use of CSS materials. The long-awaited, and closely-watched settlement of this suit is now in place.

Mainline Broadcasting operates three radio stations on four FM frequencies in Richmond. A Mainline Broadcasting employee obtained credentials to sign on to the CSS website, downloaded proprietary materials, and proceeded to use those materials with the sales staff in Richmond. Mainline Broadcasting is not a CSS client. Cox Radio is a CSS client.

The case was settled out of court. The settlement keeps the terms confidential except that Mainline Broadcasting and their employees agreed to be enjoined from using proprietary CSS materials and to abide by the terms of the consent order.

Details of the action are explained in the public record at:

United States District Court
Eastern District of Virginia
Richmond Division
Case 3:08-cv-00741-HEH Document 50 Filed 05/26/2009

Jim Hopes, CEO of The Center for Sales Strategy commented on the matter by saying “Our clients appreciate and expect the competitive advantage our systems bring to them – especially in these tough times. Both CSS and our clients are very serious about the proprietary nature of our material and intend to protect it from unauthorized use.”

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