



BlueStar Named Motorola's North American Enterprise Mobility Distributor of the Year

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This announcement was made recently at Motorola's Americas Partner Conference in San Diego, CA.

PR9.NET December 05, 2007 - Florence, KY - BlueStar, the leading innovator in solutions-based distribution for Auto ID, Point-of-Sale, Mobility and RFID products, has been recognized as "The 2007 North American Distributor of the Year" by Motorola's Enterprise Mobility business. The award was announced at Motorola's recent Americas Partner Conference held in San Diego, California.

"BlueStar's solutions focus provides a value proposition and development environment to its broad base of vertical channel partners, resulting in a deeper reach into markets and more enterprise mobility deployments," says Jeremy Butt, Motorola's Vice President of Worldwide Channels, Enterprise Mobility business.

Motorola's "North American Distributor of the Year" is awarded to the distributor that demonstrates the ability to rapidly grow sales revenues and develop incremental sales through extended market coverage.

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About BlueStar

BlueStar is the fastest growing distributor of POS, Auto ID, RFID, and Mobility products with offices throughout the USA, as well as in Latin America and Canada. We provide a variety of direct avenues for Vendors to inform and guide their VAR Partners in growing their businesses with both educational and business-development services.

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