



TRINET
internet solutions, inc.

PRESS RELEASE



Brian Reynolds



Steve Peterson

FOR IMMEDIATE RELEASE

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IRVINE-BASED WEB AGENCY STRIKES A BALANCE, FINDS SUCCESS

Trinet Internet Solutions' cross-sector clientele leads to the hiring of vertical-specific account executives

IRVINE, CA – AUGUST 15, 2007 –Trinet Internet Solutions, Inc. recently announced an expansion of its team to include Brian Reynolds and Steve Peterson, both of whom will serve as Account Executives for the award-winning Web agency. Providing creative Web design and solutions for a diverse clientele, Trinet has attracted new hires that embody the company's commitment to Web success for corporate and non-profit clients.

"We were looking for sales executives with a strong understanding of, and interest in, both sectors, since our agency has a decidedly dual-focus," notes John Carley, Trinet President and Chief Technology Officer. "Brian and Steve will no doubt enrich our offices, as they bring a depth of technology-specific sales experience, a truly rare combination, to their positions."

Brian Reynolds, a Virginia native, will serve as Partnership Development Specialist in the metro Washington, DC office, spearheading proactive partnerships with East Coast clients. Reynolds has over twenty years of experience in the sales industry, serving as a top salesperson for Acura and regional sales manager for Besco in the mid-Atlantic region.

Steve Peterson, an Account Executive operating out of the Irvine, CA headquarters, is responsible for sales development primarily in the technology, construction and healthcare markets. Peterson has ten years of sales experience, working for Xerox with clients such as HP, Oracle, Nestle, and the State of New York. Peterson, a La Habra, California resident, graduated with Bachelors and Masters Degrees from Biola University, in English and Christian education, respectively.

"It's the only company I've ever worked for that's taken my personal experience and my business experience and counted them both valuable," said Peterson, a sentiment shared by Brian Reynolds. "I wanted to transition into a B-to-B sales atmosphere where my background in sales and management could be utilized to benefit others. Trinet is a perfect fit," noted Reynolds.

Both Reynolds and Peterson have worked in media and entertainment, perhaps a harbinger of their success in the communication-savvy sales industry: Reynolds landed a small role on the 1980s television show "Crazy Like a Fox," and continues to act in Washington, DC-based films, while Peterson served as an evening disc jockey at KYMS, a contemporary Christian radio station broadcasting from Orange County, California, in the 1980s.

About Trinet Internet Solutions, Inc.:

Trinet Internet Solutions, Inc. is a full-service eMarketing agency headquartered in Irvine, CA with an East Coast office in the Washington, D.C.-metro area. Founded in 1995 and now an award-winning agency, the company has grown to have expert capabilities in: eMarketing strategy and consulting services, Web design and development, application programming and eMarketing management and measurement services.

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If you'd like more information on this topic or an interview with Steve Peterson or Brian Reynolds, please contact Alexis Djeredjian at 949.442.8900.