



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

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

Florence, KY, December 06, 2007 --(PR.com)-- 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.

### About BlueStar

BlueStar is a leading solutions-based distributor of point-of-sale, bar coding, data collection, radio frequency identification (RFID), and wireless mobility products. BlueStar works exclusively with VAR Partners, providing them with complete solutions at competitive prices. The company brings unequalled expertise to the market, offers award-winning technical support, and is an authorized service center for a growing number of manufacturers. For more information about BlueStar, please contact a BlueStar account executive or log on to [www.bluestarinc.com](http://www.bluestarinc.com).

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