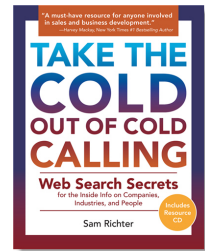


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Sam Richter Biography



Sam Richter, Chief Executive of SBR Worldwide (www.sbrworldwide.com), and SVP/Chief Marketing Officer at ActiFi (www.actifi.com) is an internationally recognized expert on sales, marketing, and leadership. His award-winning experience includes building innovative technology, sales, and marketing programs for start-up companies and some of the world's most famous brands.

He has been featured in thousands of television and radio programs, national and online publications, and he presents keynote and full-day training programs to audiences around the globe. His most recent book, *Take the Cold Out of Cold Calling* (www.takethecold.com) has received rave reviews and comes highly recommended by sales experts and executives across North America (www.takethecold.com/reviews.html).

For more than six years, Richter was president of the James J. Hill Reference Library in St. Paul, Minnesota, where he transformed an 85-year old private, non-profit library into a nationally renowned business research institution serving entrepreneurs and small businesses via cutting-edge online information resources.

Prior to joining the Hill Library, Richter spent more than eighteen years in the advertising, public relations and e-commerce/e-marketing industry including leading business units at Digital River, one of the world's largest e-commerce outsource organization, Shandwick, one of the world's largest marketing/public relations firms, and his own advertising agency along with other firms. As a creative director and account group director, Richter led, created and implemented programs for clients including Microsoft, Coca-Cola, Major League Baseball, Northwest Airlines, Kraft/Nabisco, Polaris Industries, National Geographic, 3M, Brunswick and other large and small firms. He has led product development teams ranging from software programs to Web site and e-commerce initiatives, and is a recognized leader in traditional and online marketing innovation.

Richter has won numerous regional, national and international awards including Best of Show and Gold awards from advertising/public relations/and online marketing associations; multiple WEBBY Awards for best Web site development; a Gold Award at the International Film Festival; and a Codie Award—the "Oscars" of the software industry—for Best E-commerce Software. He received his B.A. from the University of Minnesota School of Journalism and Mass Communication and was twice named Scholastic All-American while also a four-year player and a letter winner on the University of Minnesota varsity football team.

In 2003, Richter was named to the Business Journal's "Forty Under 40" list honoring the top Minnesota business leaders under the age of forty. In 2007, he was a finalist for Inc. Magazine's Entrepreneur of the Year (www.takethecold.com/inc) and he's one of the more highly recommended persons on LinkedIn (www.takethecold.com/linkedin). Richter lives in Minnetonka, Minnesota with his wife and two children, serves on the board of a number of for-profit companies, and volunteers his time to numerous Twin Cities' based non-profit organizations.