



FOR IMMEDIATE RELEASE

NEWS RELEASE

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CARSTAR, Berlin Names New General Manager to Oversee Operations

CARSTAR announces the appointment of Jeff Brand to the position of General Manager for their Berlin facility. Brand will oversee the company in the areas of operations, employee support, customer service and community relations.

"We are very pleased to add Jeff to our team here at CARSTAR and look forward to enhancing our commitment to the community in offering superior service and auto body repairs to our customers." stated Larry Siembab, co-owner of CARSTAR, Berlin.

Brand is no stranger to the world of customer service and overseeing corporation's operations. With over 10 years of experience in business, sales, and management experience, Brand is a graduate of the University of Connecticut with a BS in Business Administration. Upon graduation, Brand joined Enterprise Rent-A-Car. During his 6 year tenure, his primary responsibilities included customer service and employee development, earning numerous awards and promotions, including Area Manager of the New Britain/Meriden area.

Brand has also worked with Paychex, Kelly Services and Webster Bank assisting business owners maximize the production of their personnel and bottom line through effective HR recruiting tools and financial management. He is an active member of the community; participating on the board of directors for the West Hartford YMCA and an active member of HYPE (Hartford Young Professionals and Entrepreneurs).

Currently, Brand is pursuing his Masters in Business Administration from the University of Hartford. He and his wife, Jessica reside in West Hartford, expecting their first child in May.

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About CARSTAR, Berlin:

CARSTAR of Berlin is one of 5 Connecticut locations that have attained one of the highest training benchmarks for the collision repair industry – the I-CAR Gold Status. They have also been recognized recently as a 2010 AutocheX Premier Achiever for outstanding customer service and satisfaction at an Awards Ceremony in Las Vegas. CARSTAR of Berlin is an active participant and supporter of: The Connecticut Collision Repair Specialists Association, The Berlin Chamber of Commerce, the Collision Industry Conference, The Connecticut Chapter of The Make A Wish Foundation®, Berlin High School Athletics, Berlin Little League, Rocky Hill High School Athletics, Berlin DARE Program, American Cancer Society, Juvenile Diabetes Association and Toys for

