



**FOR IMMEDIATE RELEASE**

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## **EmFinders Names Stuart Salen General Counsel and EVP Business Development**

**FRISCO, TX, March 11, 2010 – EmFinders™, a True Position Company**, is a market leader in solutions to rapidly locate and recover individuals who wander, announced today the appointment of Stuart Salen, Esq. as General Counsel and EVP Business Development. Mr. Salen has been providing legal support to EmFinders and has been involved in the development and launch of their flagship EmSeeQ™ product line, designed to rapidly locate cognitively impaired individuals who wander or elope. It is the only device of its kind that uses the E911 system to provide a missing individual's location directly to emergency responders. His appointment to this key position will allow him to use his full business and legal expertise to drive the success of EmFinders as it expands into the asset recovery market.

Mr. Salen started his career in private practice as an antitrust advisor and litigator. He moved in-house with Sun Microsystems, enjoying ten years as Deputy General Counsel, followed by six years in various business and corporate development roles. After leaving Sun, Mr. Salen provided distribution channel consulting services as a Principal for Rohner & Associates, as well as general legal support for late stage technology start-ups. In addition to his legal expertise, he brings to the table a wide range of functional and senior management experience in areas including channel engineering, vendor leasing, strategy and investment, strategic negotiations, and product development and marketing.

Jim Nalley, EmFinders CEO, said, "Stuart is an excellent addition to the Emfinders team and his experience will be very beneficial as we continue to build market presence and move our product offerings into other verticals."

### **About EmFinders**

EmFinders, based in Frisco, TX, is a new technology company that has developed a device and subscription service for locating people with Alzheimer's or other impaired adults and children who wander and become lost. The wearable device and locator service uses advanced cellular technology to locate lost individuals, even if they wander inside a building, under a structure or just about anywhere. The device becomes activated on remote command and the locator service works in coordination with emergency responders. EmFinders is a privately held subsidiary of Liberty Media Corporation attributed to the Liberty Capital group (NASDAQ: LCAPA), which owns a broad range of electronic retailing, media, communications and entertainment businesses. For more information, visit [www.emfinders.com](http://www.emfinders.com).

### **About TruePosition and Liberty Media**



TruePosition is the global leader in location determination and intelligence solutions that help protect citizens, combat crime, and save lives. TruePosition location solutions meet the mission-critical requirements of enterprises and government agencies. These solutions include future-proof technologies, innovative applications, and comprehensive networking and systems services. TruePosition has more patents, technical expertise, and operational experience in wireless location than any other company in the world. Every day more than 100 million people depend on location services supported by TruePosition technology. TruePosition is a wholly-owned subsidiary of Liberty Media Corporation attributed to the Liberty Capital group (NASDAQ: LCAPA), which owns a broad range of electronic retailing, media, communications and entertainment businesses. For more information, visit [www.trueposition.com](http://www.trueposition.com) or [www.libertymedia.com](http://www.libertymedia.com).

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