

# THE FEDERAL TAX AUTHORITY™

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FOR IMMEDIATE RELEASE

## **Fed-Tax.net Names Beatrice Vaccaro to Lead Sales and Marketing**

*MasterCard E-Commerce Executive Joins Technology Start-up*

**Seattle, Washington – June 17, 2010** – Fed-Tax.net, a company that is preparing to launch web-accessible services to allow merchants to quickly and precisely determine the correct amount of local sales tax due for any transaction, today announced the appointment of Beatrice Vaccaro as Executive Vice President of Sales and Marketing. Ms. Vaccaro brings more than 25 years of experience to the role.

"Beatrice is a fabulous addition to our team," said R. David L. Campbell, Chief Executive Officer. "In addition to her extensive marketing background, she has significant experience with e-commerce and emerging technologies. In her most recent role she worked closely with internet retailers across the U.S. to roll out MasterCard's Secure Code protocol. This experience is directly applicable to our efforts toward the upcoming launch of our TaxCloud service. After an extensive nationwide search, we ultimately selected Beatrice based upon her immediately relevant tactical and strategic experience. We are honored she has accepted the position, and we look forward to working with her to modernize the sales tax subsystems for every e-commerce and point-of-sale system in the country."

Previously, Ms. Vaccaro was Vice President of E-Commerce and Emerging Technology for MasterCard International. She was part of a team responsible for new product and strategic alliance development in e-commerce. Ms. Vaccaro also worked for MasterCard in communications and product development positions. Prior to joining MasterCard, she managed marketing programs at American Express, Avis Inc., and People's United Bank. She received her B.S. in economics from the Wharton School of the University of Pennsylvania and her M.B.A. in marketing from New York University.

### **About Fed-Tax.net**

The Federal Tax Authority (Fed-Tax.net) is a private company organized to enable fair and true sales tax neutrality, ensuring a "level playing field" for local businesses and remote sellers alike while simultaneously stimulating local municipalities with additional tax revenues. The company has designed a free, turnkey service that enables e-commerce retailers to easily calculate and remit voter-approved local sales taxes, as required to comply with state and local law. The service precisely determines the correct amount of sales tax due for any transaction (including state, county, city, and localized taxes). It can be easily integrated with virtually any accounting or e-commerce shopping cart system.

The company is headquartered in Seattle, Washington, and has a sales office in Stamford, Connecticut. For more information on Fed-Tax.net, please visit <http://fed-tax.net> or e-mail [service@fed-tax.net](mailto:service@fed-tax.net).

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