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PRESS RELEASE

January 8, 2015

## For immediate release

### **ALTO AVIATION appoints Cristina Scarlata as new Director of Marketing, Communications & Public Relations.**

**Leominster, MA. JANUARY 8, 2015.**

ALTO Aviation is pleased to announce the appointment of Cristina Scarlata as their new director of Marketing, Communications and Public Relations. In her new role, Scarlata, a media and advertising professional with extensive international experience in marketing, journalism, advertising and Corporate Public Relations will lead the company's marketing and brand strategy, as well as all media and public relations. Communication strategy, research, product marketing and customer messaging will also fall within Scarlata's remit, supporting the company's sales department.

"We are thrilled to welcome Cristina in the company. Cristina brings to ALTO a wealth of experience at top media organizations and a proven track record in delivering success" Don Hamilton, President of ALTO Aviation said. "Cristina's senior marketing expertise at international level makes her a great asset to the ALTO team."

Prior to joining ALTO Aviation, Scarlata was a reporter and Executive Producer of Entertainment at Univision Network, company in which she also held the position of Director of Marketing and Communications. Scarlata has extensive international experience in top advertising agencies as a copywriter and award-winning Creative Director including Ogilvy & Mather Mexico, Lintas Madrid, Spain and Orca, Los Angeles. Scarlata launched her own production company, Moonriver and me Productions, to develop film scripts and international TV production.

Scarlata received her Bachelor of Communications from Universidad Complutense of Madrid, Spain, where she majored in Advertising, Public Relations, Marketing & TV journalism.

## About ALTO Aviation

ALTO Aviation is the premier supplier of high-end audio entertainment systems for business aviation, offered as standard equipment on Gulfstream G650, G450/550 Elite Series, G280, Falcon F7X, F900, F2000, Embraer Lineage, Legacy 650, 600, 500, 450, Cessna Citation X, Sovereign, Latitude and Sikorsky S-92, and S-70. ALTO is the preferred choice for after-market and retrofit installations for all business aircraft small to large. All our systems hold TSO certification.

Every ALTO audio system is custom designed and acoustically contoured specifically for each cabin installation. ALTO amplifiers and loudspeakers are expertly engineered to provide the highest level of sound performance at 40,000 feet, using the latest in digital technology. As a result, every passenger in the cabin gets transported into a powerful audio experience that rivals the best home and theater systems.

Everyone at ALTO is passionate about state-of-the-art sound and our company is fully committed to providing each client with outstanding customer service and 24/7 support. Based in Leominster, MA. and Jupiter, FL., all our systems are proudly designed, engineered and manufactured in the US.

If you'd like more information or to schedule an interview with one of our ALTO Aviation representatives, please contact Cristina Scarlata at 978-466-5992 / [cscarlata@altoaviation.com](mailto:cscarlata@altoaviation.com).



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