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For immediate release

**New Product Development Professional Certification
Review Offered in Cincinnati**

Lexington, KY – August 1, 2005 – Products are the lifeblood of most businesses, and profitability and growth can hinge on how well organizations can identify, develop and introduce new products. The Product Management Development Association (PDMA) offers a certification program to advance the skills of New Product Development Professionals and help their organizations increase product development effectiveness. On September 21, 2005, the Photizo Group will sponsor an intensive one-day training session to help product development professionals prepare for the New Product Development Professional (NPDP) certification exam.

“Companies like Cingular Wireless, Abbott Laboratories and others have seen their investment in NPDP certification pay off,” said Ed Crowley of the Photizo Group. “Individuals benefit through better job performance and enhanced career opportunities, while organizations achieve greater process consistency and discipline. We are excited about making this NPDP training available to help professionals in this area take maximum advantage of the certification opportunity.”

The extensive NPDP exam covers major issues such as strategy, portfolio management, processes, tools and metrics, market research, teams, people, and organizational topics. Tina Kampan, certified NPDP Master Instructor, will lead the comprehensive preparatory course, which uses official PDMA training materials.

The training session will be held at the Cincinnati Airport Holiday Inn from 8:30 AM until 5:00 PM of September 20th, with a break for lunch. Advanced registration is required, and the class is limited to 20 individuals. The registration fee is \$595, with discounts available for groups of three or more.

For more information and to register for the Photizo NPDP certification training, visit <http://photizogroup.com/photizogroup/Contact/PDMAtrain.html>. For a schedule and locations of upcoming NPDP exams, visit www.pdma.org.

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About the Photizo Group: The Photizo Group assists clients in meeting their growth objectives by developing marketing intelligence and product management capabilities. They do this by providing training, consulting, and publication resources for marketing management and development organizations. The Photizo Group accomplishes this for both Marketing Intelligence vendors and marketing organizations by providing training, consulting, and outsourcing services. www.photizogroup.com

About the Product Development Management Association: The Product Development and Management Association (PDMA) is the premier global advocate for product development and management professionals. Our mission is to improve the effectiveness of individuals and organizations in product development and management. This is accomplished by providing resources for professional development, information, collaboration and promotion of new product development and management. The development of new products and services involves an integrated set of unique activities. PDMA is the only organization that focuses on addressing this challenge by providing the following opportunities for professional development, education, experience, networking and recognition. www.pdma.org

Building world-class marketing intelligence capabilities, one client at a time. www.photizogroup.com

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