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Firm Launches Utility Services for Sales & Marketing Communications - 'On Demand' Not Just for Geeks Anymore

Buffalo, New York, 03/09/06 - ThreeStone Group's founder had grown weary of getting burned by 'consultants'. For nearly a decade he listened to a lot of promises but received less than desirable results, while original estimates for time and money were multiplied before a project was even near completion.

"It's not surprising how ugly the word 'consultant' has become in today's business world", said Jim Turner, who created ThreeStone Group (3SG) in 2006. Turner worked on both sides of the consulting fence - he's hired them and has been one of them. "When I was introduced to the business of consulting, the guiding strategy seemed to be 'get into the client's shop, pitch a tent and stay as long as possible' versus defining and delivering measurable milestones, then moving on."

Turner credits chief technology managers in big and small business sectors who have already adapted to traditional consulting headaches by relying on the on-demand model. He notes that managers who implemented an effective blend of existing inhouse talent while offloading costly and burdensome computing and personnel resources were most rewarded. "The introduction of pay-as-you-go technology allowed managers to increase efficiency and creativity while lowering overall cost of ownership. Managers could entrust critical tasks to reliable inhouse resources who are vested in the overall success of their business", he said.

According to Turner, the same utility concept now applies to the sales and marketing communications world too. His company provides 'on demand' services that support the business development activities of various organizations. Established companies can keep revenue-generating feet on the street and move key management into critical or sensitive strategic endeavors while maintaining the flow of command. Emerging small businesses benefit in early stages by employing big business sales and marketing best practices at a cost small business or start-ups can afford. "We look at ourselves more as grunts rather than consultants", Turner added.

About 3SG

ThreeStone Group provides a wide range of on-demand sales and marketing communications services for emerging start-up companies, small-medium businesses, and established corporations. Our pay-as-you-go service delivery model allows companies to pay for exactly what is needed and when, resulting in a significant cost advantage over conventional consultancies, expensive recruitment & placements firms, and traditional FTE personnel compensation & overhead costs. For more information, please visit www.threestonegroup.com.

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