



NEWS RELEASE

Concept Group USA becomes Concept Branding Group

Branding strategy, marketing, operation consulting and community outreach firm refines and expands offerings

Washington, DC October 8, 2008 – National consulting firm Concept Group USA, founded in 1991 by Tom Kelley, is becoming Concept Branding Group effective today. The move will be fundamental to better explaining the firm's offerings to a larger and more diverse set of start ups, small and medium sized businesses, retailers, and trade and non profit organizations.

Concept Branding Group (www.conceptbrandinggroup.com) will concentrate its core mission around shaping brands, inspiring operations, expanding results, and sustaining alliances for its current and new client base. An expanded group of seasoned operations and marketing professionals, including Denis Sparagis, Ben Williams, Dan Emery, allied partner Rick Wolf (of The B&B Team), and firm counselors Bill Fisher and Andy Divine, will join Kelley in enlarging the practice from its offices in Washington, Kennebunkport, and Montreal.

“The road for many operators and organizations is never straight and narrow, especially in today's ultracompetitive market,” Kelley commented. “Our goal is to work with forward thinking clients, business leaders and their teams to unleash their full brand potential -- inside their organizations, marketplaces, and at all points of contact with all of their audiences. We come to each organization with a fresh, informed, unvarnished, and imaginative point-of-view, and then reveal possibilities that challenge and elevate expectations.”

Concept Branding Group itself will be expanding its network of alliances, creating synergies with other professional services firms to augment their work with brand start ups, refinements and expansions.

Practice areas for the firm include: organizational development; brand strategy; industry and community relations; design services; and retail and hospitality operational consulting/turn-arounds.

“With the team we have in place, we are poised to set new standards of flexibility, innovation and solid deliverables for our clients,” Kelley added.

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Concept Branding Group is a **strategic brand and operational consulting firm** with over **160+** years of proven expertise. From its offices in Washington, Kennebunkport, and Montreal, the group works with start ups, small and medium sized businesses, manufacturers, and trade/non profit organizations to refine brand identity and expand **brand performance**, through revised key messaging, improving operations, alliance building and delivering on brand promises (www.conceptbrandinggroup.com).

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