

NEWS RELEASE

Concept Branding Group Expands Brand Building Services and Operations Turn-Arounds to California

Leading brand and operational consulting firm continues to add resources for small businesses, retailers and trade organizations with CA HQ office in Palm Springs

Palm Springs, CA, March 31, 2009-- With over 175+ years of collective brand building, operational, and turn-around expertise, Concept Branding Group is growing the firm's capabilities by reentering the California market, concentrating initially in Southern California.

Leading business development efforts around the firm's most recent, turn-key product: <http://www.OperationsTuneUp.com> -- providing strategies and tactics for operators dealing with today's new economic challenges will be Tom Kelley, Managing Partner, dividing his time primarily between the firm's Washington, DC office and the new office in California.

"Since our founding in 1991, we have always sought to provide operators, manufacturers, small businesses of all types, and trade groups with the tools necessary to refine their brands, improve operations and move to the next level of performance. By expanding into new markets and recently bringing on greater depth to our team, with proven professionals, we are poised to assist operators set new levels of achievement," commented Tom Kelley, Managing Partner. "With our offices in New England being well served with senior consultants Steve Ravinski and Denis Sparagis, and our joint venture partner George Durazzo in Washington, DC, along with our Allied Partners and Of Counsel partners, they will provide the backbone of organizational support to allow us to grow our operations in the west."

"Additionally, with our newly formed global alliance with Bule Fusion Worldwide, we are now able to offer state-of-the-art design and web identity services to build upon our proven brand building infrastructure and marketing processes."

Concept Branding Group has clients ranging from retail to hospitality to real estate, to healthcare, to food and beverage manufacturers, to entrepreneurs, to small businesses of all types, to Chambers of Commerce and to trade groups.

"Having built and run restaurants throughout southern California in the 1990's and having served as chief company spokesperson at one of the nation's largest retailers (based in CA) several years back, it will be a pleasure to be back in the state and to lending the firm's proven services to operators throughout the state," said Kelley. "A lot of what we do is to help people out of difficult and challenging business situations, but it's also about working with forward thinking businesses to build solid brands that can be sustained and expand."

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Concept Branding Group is a strategic brand and operational consulting firm with over 175+ years of proven expertise in branding, operations and marketing. From its offices in New England, Montreal, Palm Springs, CA, and Washington, DC, the group works with start ups, small and medium sized businesses and trade groups to refine brand identity and expand brand performance, primarily through building relationships and delivering on brand promises. <http://www.conceptbrandinggroup.com>

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