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Greenberg Brand Strategy Announces New Director of Strategy

Berkeley, California — October 5, 2005 — Greenberg Brand Strategy today announced its newest Director of Strategy, Michelle Purcell. Purcell was recently SVP, Director of Account Planning at Foote Cone & Belding, Southern CA.

"Providing consumer insight and brand strategy to our clients is paramount to our success. Michelle brings us a new level of passion and expertise to our strategic planning process," said founder and President Andrew Greenberg. "She is talented and motivated and will be a business-critical addition to our team."

Purcell has been involved in advertising and marketing for more than 17 years. In addition to Foote Cone & Belding, she has worked for Bozell and Dyr Direct (Wunderman West), in Los Angeles. Her client list has included Taco Bell, Hilton Hotels, Auto Club (AAA), Kawasaki and Great Western Bank. She holds a BA in Psychology from Rutgers University, where she also minored in Women's Studies.

— more —

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About Greenberg Brand Strategy

Greenberg Brand Strategy is a research and strategy consultancy. By combining traditional and proprietary research techniques with market intelligence, competitive analysis, and years of brand planning experience, Greenberg Brand Strategy delivers actionable recommendations tailored to meet specific marketing needs and guide implementation. Greenberg Brand Strategy offers its own proprietary methodologies, which include StudioGo™ and The Jam™. In 1997, CEO Andrew Greenberg founded Greenberg Studios, a contemporary facility used to host focus groups and support the brand strategy company. He also created a unique recruitment tool called myfocusgroup.com. For more information, visit www.greenberginc.com or call (510) 845-1380.

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