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Contact:
Susan Kohl, APR
Sierra Communications
(209) 586-5887
skohl@sierracomm.com

Greenberg Brand Strategy Announces New Director of Operations

Berkeley, California — February 28, 2005 — Greenberg Brand Strategy today announced its new director of operations, Ali Sepahi. Sepahi comes from the London-based research consultancy Spinach, where he was also the operations director. Prior to Spinach, Ali worked for The Research Business International in the United Kingdom.

"As Greenberg Brand Strategy continues to grow at a rapid pace, we need a strong operations expert to lead the company," said founder and president Andrew Greenberg. "I have known Ali for several years and respect what he's done with Spinach. His research and brand building experience will be a tremendous asset to Greenberg."

In addition to appointing Sephani, Greenberg Brand Strategy also added three other new team members. Senior Strategist Greg Mitchell has held senior planner positions at advertising agencies Ogilvy (New York and London), Deutsch L.A. Strategist Carol H. Williams has considerable expertise in many sectors including automotive and technology. Strategist Mara Slade comes to Greenberg from TBWA\Chiat\Day in Los Angeles, where she served a wide spectrum of blue-chip clients, including Apple Computer, Pennzoil, Sony Playstation, adidas, and Mars.

— more —

Greenberg Brand Strategy
510_845_1380
510_845_1503_Fax

918 Parker Street
Berkeley_CA 94710
greenberginc.com



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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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