

Shibley Associates & The Borenstein Group Announce a Strategic Alliance Specializing in Procurement Campaigns to Maximize ROI

Industry Leaders Collaborate to Provide Strategic Communications Support for Defense, Aerospace and Information Technology Industries

Fairfax, VA – November 1, 2009 - Shibley Associates and The Borenstein Group (BG), Inc. have entered into a strategic alliance whereby BG is the exclusive partner of Shibley for external development and implementation of strategic procurement campaigns. The two companies will work together to pursue and execute strategic procurement campaigns in support of Shibley's comprehensive business development consulting services to Fortune companies and smaller companies with strategic positioning objectives.

Procurement campaigns offer companies a new, creative approach to strengthen their business development pursuits, by using the proven communication channels including branding, corporate image building, reputation management, public relations, advertising and viral Web 2.0 marketing in support of traditional sales and business development activities.

Companies that are repositioning their capabilities and assets to contend in new markets, competing on a must-win procurement, or for those companies that have proven products in need of re-branding to increase their competitive edge and relevance, are all candidates for support from this alliance.

By integrating Shibley's proven business development methodology and capabilities with The Borenstein Group's B2B and B2G ROI-driven branding, marketing communications, public relations and web 2.0 services, the alliance will enhance campaign effectiveness for clients pursuing important high-potential government and commercial contracts.

"Companies must find new ways to communicate value to their customers and the markets they serve. Our alliance with the Borenstein Group provides an additional resource for strategic campaign management and development of effective marketing collateral," said Steve Shibley, President and CEO of Shibley Associates.

"Shibley's proven credentials in understanding the connection between business development, marketing and sales in complex business-to-business and business-to-government environments, made our alliance an ideal fit. We share similar values and approaches and we have complementary skills that have proven to serve customers well," noted Gal S. Borenstein, CEO of The Borenstein Group and Author of "What Really Counts for CEOs," a marketing leadership book.

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About The Borenstein Group

The Borenstein Group, Inc. is an integrated branding, marketing communications, advertising and public relations agency that specializes in serving the strategic needs of market leaders in the business-to-business and business-to-government sectors. Its sector specialty areas include information technology, defense, aerospace, telecommunications, logistics, human capital and government contractors. With headquarters in Northern Virginia, The Borenstein Group develops, builds, deploys and maintains business brands in tough-to-crack vertical and horizontal markets through fusion of strategic positioning and effective business communications. To learn more about The Borenstein Group, please visit www.BorensteinGroup.com.

About Shipley Associates

Since 1972, Shipley Associates has provided organizations and individuals with business development consulting and training services focused on winning business in highly competitive environments. With over 180 consultants worldwide, we support major business development projects from strategy development, process improvement, training, capture planning and proposal development on over 180 major proposal efforts per year, resulting in a client win rate of over 82%. Shipley provides capture and proposal services to the top 23 U.S. defense contractors, has worked with 43 of the top 50 Fortune 500 companies to improve sales performance and business capture win rates. For more information, visit the website at www.shipleywins.com.