

FOR IMMEDIATE RELEASE...

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280 Group Launches Product Manager's Toolkit™

Includes Product Management best practices templates licensed from Blackblot as well as custom 280 Group tools, content and consultation.

Los Gatos, California – August 26, 2004 – The 280 Group, a Marketing and Product Management consulting firm in Silicon Valley, today announced it has launched the Product Manager's Toolkit.

The Product Manager's Toolkit is a set of professional, comprehensive, fully-customizable Product Management templates and Product Marketing tools that leverage the best practices being used today. It includes over 25 templates (>4MB content) for the most common Product Management and Product Marketing documents, such as MRDs (Market Requirements Documents), Marketing Plans, Positioning Papers, Business Cases, Pricing Analyses, Product Roadmaps and others. In addition to the templates, the toolkit includes best practices white papers from the 280 Group as well as real world samples of documents. The Product Manager's Toolkit also comes with a 30 minute consultation with the 280 Group Product Management experts to assist customers before they begin writing documents or to review initial drafts and provide feedback.

The templates included in the Product Manager's Toolkit (PMTK™) are licensed by the 280 Group from Blackblot, a leading provider of product management training and consulting services. PMTK was designed by Blackblot who also pioneered and designed Pragmatic Marketing's acclaimed PMCP™ product management certification program. Under the terms of the agreement, Blackblot has licensed PMTK to the 280 Group for inclusion in their own customized version of the product.

"The Product Manager's Toolkit provides a set of best-practices templates and tools that can help Product Management and Product Marketing professionals create more effective documents", said Brian Lawley, President of the 280 Group. "The PMTK will save Product Managers a significant amount of time and give them the ability to have consistency across all of the documents they deliver to their organizations."

Gabriel Steinhardt, Blackblot's principal, added, "The PMTK provides 280 Group customers with a powerful and useful new set of tools to help them get their jobs done faster. We are excited to have entered into this partnership and to be working with the 280 Group to reach companies in Silicon Valley."

The Product Manager's Toolkit is available now at www.280group.com. For a limited time it is being offered at an introductory price of \$79 (regular price is \$99).

About The 280 Group

The 280 Group LLC provides hand-picked Marketing and Product Management consultants and contractors to Silicon Valley companies to help them define, launch and market breakthrough new products. The 280 Group was founded in 1998 by Brian Lawley, a veteran marketing professional in Silicon Valley over 15 years of Product Management and Product Marketing experience including holding positions as Product Manager for the MacOS Human Interface at Apple, Director of Java tools at Symantec and Director of Product Marketing at Whistle Communications (acquired by IBM). For more information please visit www.280group.com

About Blackblot

Founded in 2000, Blackblot provides high-tech companies with a wide range of product marketing and product management focused training programs, tools, strategic consulting and professional services. Blackblot's mission is to build proficiency in every stage of a product's life cycle, thus allowing products higher rates of success in the marketplace. For more information, please visit www.blackblot.com

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