

FOR IMMEDIATE RELEASE...

Contact: Brian Lawley 408-832-1119
Email: press@280group.com

280 Group Ships Version 1.5 Of Product Manager's Toolkit™

New version includes updated MRD, PRD and Business Case templates.

Los Gatos, California – January 31, 2005 – The 280 Group, a Silicon Valley Marketing and Product Management consulting firm, today announced it is shipping version 1.5 of the Product Manager's Toolkit.

The Product Manager's Toolkit version 1.5 is a set of professional, comprehensive, fully-customizable Product Planning and Product Marketing templates that leverage the best practices being used today. It includes over 25 templates covering the most common Product Planning and Product Marketing documents, such as MRDs (Market Requirements Documents), PRDs, Marketing Plans, Positioning Papers, Business Cases, Pricing Analyses, Product Roadmaps and others. Version 1.5 includes updated MRD and PRD document templates as well as a totally revised Business Case template.

The templates included in the Product Manager's Toolkit (PMTK™) are a customized version licensed by the 280 Group from Blackblot, a leading provider of product management training and consulting services. Blackblot also provides training courses based on the PMTK methodology to 280 Group customers.

"The new version of the Product Manager's Toolkit provides very useful new MRD and PRD resources as well as additional tools for putting together effective business cases", said Brian Lawley, President of the 280 Group. "Product Planners and Product Marketers will save a significant amount of time and effort by using the toolkit instead of starting from scratch."

Gabriel Steinhardt, Blackblot's principal, added, "We are delighted to be offering the new version 1.5 of the PMTK to customers in partnership with the 280 Group, and to be working to fulfill their product management training needs."

The Product Manager's Toolkit version 1.5 is available now at www.280group.com, and comes with a 30 minute consultation with the 280 Group Product Management experts. Registered 280 Group PMTK customers will automatically receive the updated version for free beginning in early February, 2005.

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 with over 17 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 planning focused training programs, tools, strategic consulting and professional services. Blackblot's mission is to help high-tech companies reach commercial success through effective product management practices. For more information, please visit www.blackblot.com

For additional information contact: Brian Lawley press@280group.com 408-832-1119

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