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280 Group Licenses Product Manager's Toolkit™ to Intel

Intel IT department to use toolkit and templates to implement best practices of gathering requirements for software development.

Los Gatos, California – October 30, 2006 – The 280 Group, a Product Marketing and Product Management consulting firm in Silicon Valley, today announced it has licensed 100 copies of the Product Manager's Toolkit to the IT department at Intel.

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 30 templates 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 templates included in the Product Manager's Toolkit are licensed by the 280 Group from Blackblot, a leading provider of product management training and consulting services, and include additional original material from the 280 Group.

"The Product Manager's Toolkit provides Intel's IT department with a set of best-practices templates and tools that can help write better requirements and prioritize project", said Brian Lawley, President of the 280 Group. "the toolkit will save them a significant amount of time and give them the ability to have consistency across all of the documents they deliver to their organization."

The Product Manager's Toolkit is at www.280group.com for \$79. Comprehensive training based on the toolkit and templates is also available.

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

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