

**FOR IMMEDIATE RELEASE...**

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## **280 Group Ships Beta Program Toolkit™**

*Includes an online seminar, templates and best practices white paper.*

**San Jose, California – February 28, 2006** – The 280 Group, a Silicon Valley Product Marketing and Product Management consulting firm, today announced it is shipping the Beta Program Toolkit.

Designed for Product Managers, QA managers and engineering organizations that want to deliver more reliable and well-tested products, the Beta Program Toolkit provides a complete solution with everything they need. Included is a 37 slide narrated online seminar, 17 templates for use in running beta programs and a white paper outlining best practices. The templates that are included are: Critical Decisions Checklist, Deliverables Checklist, Beta Program Plan Template, Beta Customer Database (Excel & FileMaker formats), Bug & Feature Database (Excel & FileMaker formats), Beta Program Sample NDA, Customer Beta Agreement, Beta Program Timeline, Text for communicating with participants, Bug Submission Form, Exit Survey, Beta Program FAQ and a Beta Program Final Report Template.

"The Beta Program Toolkit provides everything a customer needs to learn how to run an effective Beta Program for their products... ", said Brian Lawley, President of the 280 Group. "...they'll also save a significant amount of time and effort by using the included templates instead of starting from scratch and creating their own documents."

The Beta Program Toolkit is available now at [www.280group.com](http://www.280group.com) for \$99, and comes with a 30 minute consultation with the 280 Group Product Management experts. It also includes free updates and upgrades so that when future versions are released customers will receive them at no charge.

### About The 280 Group

The 280 Group LLC provides hand-picked Product 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](http://www.280group.com)

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