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Contact: Brian Lawley 408-834-7518
Email: press @ 280group.com

280 Group to be Featured on CNBC's World Business Review

Includes interview by Alexander Haig with Brian Lawley, President and Founder of the 280 Group .

San Jose, California – March 30th, 2006 – The 280 Group, a Silicon Valley Product Marketing and Product Management consulting and services firm, today announced it will be featured on CNBC's World Business Review, hosted by Alexander Haig. The show will be aired in both US and International markets as well as on JetBlue and United Airlines flights.

"As a leader in the field of Product Management and Product Marketing we're excited to be featured on World Business Review...", said Brian Lawley, President of the 280 Group, "...the segment includes an interview with former Secretary of State General Alexander Haig that discusses what's happening in the world of Product Management as well as our consulting services, training and product management toolkits. It also includes interviews with several of our customers who talk about how the 280 Group helped them implement Product Management best practices."

A complete list of airing times is available at <http://www.wbrtv.com/broadcast/1826.htm>. Additionally, the entire segment can be viewed on the 280 Group website at <http://www.280group.com/news.htm>.

About The 280 Group

The 280 Group LLC provides Product Marketing and Product Management Consultants, Contractors, Training and Template to help companies 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

For additional information contact: Brian Lawley press @280 group.com 408-834-7518.

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