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280 Group LLC Named to Bestselling Author Seth Godin's *2004 Bull Market Directory*

*- Guidebook of 500 Innovative Companies and Freelancers
available now -*

Los Gatos, CA, June 10, 2004 – Seth Godin, entrepreneur and author of the bestselling book *Purple Cow*, today announced the inclusion of the 280 Group LLC in his *2004 Bull Market Directory*, a resource for connecting organizations with some of the world's most creative thinkers. In early 2004, Godin issued a call for entries seeking the world's most innovative copywriters, brainstormers, advertising agencies, prototypers, designers, artists and more. The *2004 Bull Market Directory* will feature the 280 Group and is expected to reach more than one million people (Godin's *Unleashing the Ideavirus* was the most downloaded e-book in history).

"The 280 Group" has demonstrated that it is a *Purple Cow* catalyst, helping clients shake things up and think innovatively," commented Godin. "The 280 Group has challenged its clients to become spectacular and invigorating. Smart companies realize that they can create Purple Cows faster with a bull."

In *Purple Cow*, Godin argued that the only effective marketing strategy is to build innovation into a product or service from inception, ultimately creating a *Purple Cow* to stand out among a marketplace of traditional brown cows. The *2004 Bull Market Directory* is the next step for Godin in questioning traditionally accepted corporate strategies and inspiring business success by uniquely communicating his vision and expertise.

"Seth Godin is one of the sharpest marketing minds in the industry," said Brian Lawley, President of the 280 Group, "as a company that helps clients define and launch breakthrough new products we are excited to have been chosen to be a part of the 2004 Bull Market Directory."

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Godin's *Purple Cow* was a *BusinessWeek* bestseller for five months. It also appeared on the *New York Times* and *Wall Street Journal* bestseller lists. The launch of the *2004 Bull Market Directory* coincides with the release of Godin's new book, *Free Prize Inside*, due on shelves May 10, 2004. In *Free Prize Inside*, Godin expands upon the *Purple Cow* concept, divulging the secrets of companies that have succeeded by creating a product or service that is fundamentally remarkable.

To download a copy of the *2004 Bull Market Directory*, co-sponsored by *Fast Company* magazine, please log onto www.280group.com/bullmarket.htm or contact Brian Lawley at 408-832-1119 press@280group.com.

About the 280 Group LLC (www.280group.com)

The 280 Group is a Marketing and Product Management consulting and services firm located in Los Gatos, CA that provides consulting, contractors, training and coaching to high-tech software and hardware companies in Silicon Valley. Areas of expertise include Product Management, Marketing and Product Marketing.

About Seth Godin (www.sethgodin.com)

Seth Godin is a bestselling author and entrepreneur, changing the way in which people think about marketing and modern day business in his international bestsellers, *Purple Cow*, *Permission Marketing*, *Unleashing the Ideavirus*, *The Big Red Fez* and *Survival is Not Enough*. Godin is a renowned lecturer and was named one of 21 "Speakers for the Next Century" by *Successful Meetings Magazine* in 2003. He was the founder and CEO of Yoyodyne, the leading interactive direct marketing company, which Yahoo! acquired in late 1998. Godin holds an MBA from Stanford and was named the "Ultimate Entrepreneur for the Information Age" by *BusinessWeek*.

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