

FOR IMMEDIATE RELEASE...

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280 Group Ships Product Roadmap Toolkit™

Includes an online seminar, 75 roadmap templates, feature priority matrices and best practices white paper.

San Jose, California – June 28th, 2006 – The 280 Group, a Silicon Valley Product Marketing and Product Management consulting firm, today announced it is shipping the 280 Group Product Roadmap Toolkit.

Designed for Product Managers, Product Planners and Senior Managers that need to create more compelling and effective roadmaps, the Product Roadmap Toolkit provides a complete solution with everything they need. Included is a 43 slide narrated online seminar, 75 templates covering 14 different types of roadmaps, a feature prioritization matrix, a project prioritization matrix and a Product Roadmap Best Practices White Paper.

"The Product Roadmap Toolkit teaches customers how to create roadmaps to drive company and development strategy and to communicate to customers, partners and investors...", said Brian Lawley, President of the 280 Group. "...with the templates and seminar they can quickly create much more effective roadmaps."

The Product Roadmap Toolkit is available now at www.280group.com for \$99, and comes with a 30 minute consultation with the 280 Group Product Management experts..

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

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