

**FOR IMMEDIATE RELEASE...**

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## **280 Group Ships Product Review Program Toolkit™**

*Includes reviewer's guide templates, samples, guidelines and a narrated presentation.*

**San Jose, California – July 30th, 2007** – The 280 Group, a Silicon Valley Product Marketing and Product Management consulting and services firm, today announced it is shipping the 280 Group Product Review Program Toolkit.

Designed to help companies get better reviews for their products, the Product Review Program Toolkit is a complete solution that includes everything they need.

Templates in the toolkit include a Reviewer's Guide, Product Review Program Plan, Competitive Product Comparison, Reviewer's Kit Cover Letter, Roles & Responsibilities Matrix, Reviewer Tracking Database, Product Review Program NDA, Product Review Program FAQ, Press Release Background Document, Press Release, Press & Reviewer Kit Checklist, Company Backgrounder, Competitive Product Comparison, Press Presentation and an Analyst Presentation.

Samples in the toolkit are a four Reviewer's Guides, a Press Release, Testimonials & Success Stories, Screen Shots and a Competitive Comparison.

Tips and Guidelines included are "How to Write Features and Benefits", "Press Release Guidelines" and a "Press & Analyst Launch Timeline"

Also included is a comprehensive Product Review Program narrated presentation. Based on twenty years of experience managing product reviews, the presentation teaches how to plan and execute an effective review program.

"The Product Review Program Toolkit teaches customers how to plan and run review programs that give them the best possible chance of receiving good product reviews...", said Brian Lawley, President of the 280 Group. "...with the templates and narrated presentation they have a much better chance of getting great coverage."

The Product Launch Toolkit is available now at <http://www.280group.com/reviewersguidetemplate.htm> 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 Product Marketing and Product Management Consultants, Contractors, Training and Templates 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](http://www.280group.com)

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