

**FOR IMMEDIATE RELEASE...**

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

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

**San Jose, California – August 16th, 2006** – The 280 Group, a Silicon Valley Product Marketing and Product Management consulting firm, today announced it is shipping the 280 Group Developer Program Toolkit.

Designed for companies that need to recruit, attract and manage developers to create applications for their software platforms, the Developer Program Toolkit provides a complete solution with everything they need. Included is a narrated online seminar, templates, guidelines and a Developer Program "Top 10 Mistakes" White Paper.

"The Developer Program Toolkit teaches companies how to create a compelling value proposition and to recruit developers for their platform...", said Brian Lawley, President of the 280 Group. "...with the templates and seminar they can learn very quickly how to bring new developers onboard to create breakthrough new applications."

The Developer Program Toolkit is available now at <http://www.280group.com/developerprogramtemplates.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 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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