

**FOR IMMEDIATE RELEASE...**

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## **Product Management & Product Marketing Office™ Now Shipping.**

*Includes templates, samples and on-demand training presentations.*

**San Jose, California – September 24, 2007** – The 280 Group, a Silicon Valley Product Marketing and Product Management consulting and services firm, today announced it is shipping the 280 Group PM Office™.

The PM Office is a collection of 280 Group Toolkits that includes templates, samples and on-demand training presentations covering a wide variety of topics. It is designed to help Product Management and Product Marketing Professionals save time and make their products more successful. The PM Office teaches best practices to avoid costly mistakes and includes a large variety of templates and tools to increase productivity. The PM Office comes in two versions: Standard and Professional.

The PM Office Standard includes three of the 280 Group Toolkits (Product Roadmap, Product Launch and Product Manager's Toolkits). Included are 122 templates, two on-demand training presentations and a variety of tools, samples and white papers.

The PM Office Professional includes all six 280 Group Toolkits (Product Roadmap, Product Launch, Beta Program, Product Review Program, Developer Program and Product Manager's Toolkits). Included are 166 templates, five on-demand training presentations and a variety of resources such as samples and white papers.

"The on-demand training presentations in the PM Office teach customers the most important aspects in defining, launching and marketing products to give them the best chance of market success..." said Brian Lawley, President of the 280 Group "...the templates and other tools save them time and ensure better quality results."

The PM Office is available now at <http://www.280group.com/productmanagementpmoffice.htm>. The Standard version is \$199 and the Professional version is \$399. Both come 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 20 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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