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Product Roadmap Templates & Toolkit 2.0 Released

New Product Roadmap Templates include multiple designs/style

Campbell, California – [August 24, 2010] – New version of best-selling roadmap templates available.

The 280 Group announced today it has released version 2.0 of its best-selling Product Roadmap Templates toolkit. The Roadmap Toolkit include three designs/styles for each of the 75 roadmap templates, Also include is an Excel Roadmap Generator which allows the user to automatically create a Gantt chart and assign dates to different product releases. The updated toolkit also features new templates and information in the training sessions regarding Kano analysis, four-quadrant analysis as well as Agile and SaaS roadmaps.

“The Product Roadmap Toolkit sets the standard for creating effective and compelling roadmaps...” said Brian Lawley, CEO of the 280 Group”...users love it because it saves them time and help them be more effective at product management.”

The Product Roadmap Toolkit version 2.0 is available now at <http://www.280group.com/productroadmaptemplates.htm> for \$99. Owners of the Product Roadmap Toolkit 1.0 will be able to upgrade to Product Roadmap Toolkit 2.0 for only \$35.

The 280 Group (www.280group.com) is the world’s leading Product Management & Product Marketing services firm, and offers consulting, contractors, training, certification, books and templates. Since 1998 they have helped tens of thousands of customers throughout the world implement best practices and become more effective at bringing successful products to market. Offerings include the PM Fast Track™ intensive training course, Agile Excellence for Product Manager’s™ training course, the Product Management Office, Certified Product Manager and Agile Certified Product Manager self-study courses and the 280 Group book series: “Expert Product Management”, “The Phenomenal Product Manager”, “Agile Excellence for Product Managers” and “The Product Manager’s Toolkit Book.” To download the 280 Group’s free white paper library, free templates, samples, product management survey and join the 280 LinkedIn group go to www.280group.com/signup.htm.

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