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Product Launch Templates Toolkit 2.0 Released

Best-selling product launch templates updated

Campbell, California – [August 24, 2010]

Best-selling product launch templates and toolkit includes new training and updated presentations

The 280 Group announced today that its Product Launch Toolkit version 2.0 is now available. The new toolkit includes multiple styles/designs for the launch templates, a white paper on “Getting Started with Social Media,” a launch timeline generator and a marketing programs worksheet to assist you with maximizing your return on investment.

“The Product Launch Toolkit has helped thousands of customers launch products more successfully and maximize their revenues...” said Brian Lawley, CEO of the 280 Group, “...it teaches you how to get the best possible momentum for your product while using your money and resources wisely.”

The Product Launch Toolkit 2.0 is available now for \$99 at <http://www.280group.com/productlaunchplantemplates.htm>. Owners of the Product Launch Toolkit 1.0 will be able to upgrade to Product Launch Toolkit 2.0 for \$35. For a limited time anyone who upgrades or purchases the product will also receive a copy of the Product Review Program Toolkit (\$99 value).

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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