

FOR IMMEDIATE RELEASE...

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Now Available: Product Management Templates & Office 3.0 Released

Bestselling product management templates now updated

Campbell, California – [August 24, 2010]

The 280 Group's Product management templates and office have been updated to include new roadmap and launch toolkits.

The 280 Group announced today that its best-selling Product Management Office version 3.0 is now available. The Product Management Office 3.0 includes the Roadmap Toolkit which has three different styles/designs and updated versions of the roadmap templates, a four quadrant analysis matrix template, a Kano analysis matrix, an Excel Roadmap Generator and an updated training presentation with new information covering Kano analysis, four quadrant analysis, Agile & SaaS roadmaps. Also included is the Product Launch Toolkit, which has 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 Management Office sets the industry standard for Product Management best practices..." said Brian Lawley, CEO of the 280 Group "...it is used worldwide by product managers to be more effective and productive."

The Product Management Office 3.0 is available now at <http://www.280group.com/productmanagementpmoffice.htm>. The standard version is \$199 and the professional version is \$399. Owners of Product Management Office Standard will be able to upgrade to Product Management Office 3.0 Standard for only \$69, or they can upgrade to Product Management Office 3.0 Pro for just \$199. Owners of Product Management Office 2.0 Pro will be able to upgrade to Product Management Office 3.0 Pro for \$69.

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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