

FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION

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POINT B OPENS NEW CONSULTING PRACTICE IN PHOENIX

Steadily Growing Professional Services Firm Enters Third New Market in Four Years by Building Ties with Local Businesses

SEATTLE -- Point B Solutions Group, LLP, a professional services firm specializing in project leadership, today announced the opening of a new practice in Phoenix. The announcement marks the third new market entered by the firm during the past four years.

“Despite a downturn in the economy, we’ve been able to grow our business by 20 to 30 percent each year since 2001,” said Tim Jenkins, co-founder and partner at Point B. “This success and steady growth has enabled us to re-invest in our business and enter new markets that are a good fit for our firm.”

Unlike larger firms that rely on expensive marketing campaigns to attract new business, Point B’s growth has been attributed to longstanding relationships with clients and the positive referrals they provide. The firm chose Phoenix over other markets due to the strength of its economy and its close-knit business community, where a positive reputation and word-of-mouth can spread quickly.

“Our success to date is based on our ability to become a trusted business partner in the communities we serve, and by delivering exceptional results that build client loyalty,” said Brian Murphy, market leader for the Phoenix practice. “We look forward to developing strong relationships in the Phoenix community by reliably executing solutions to mission-critical business problems.”

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Since its inception in 1995, Point B has grown steadily from three to more than 145 associates in practices located in Seattle, Portland and Denver. The firm generates annual revenues surpassing \$25 million and provides professional project leadership services to a diverse group of companies including Microsoft, BECU (Boeing Employees' Credit Union), Premera Blue Cross, Children's Hospital Association-Denver and Mentor Graphics.

About Point B's Approach to Project Leadership

Point B's approach maximizes the use of a client's internal resources by deploying experienced project leaders into key roles. Associates at the firm are leadership veterans with an average of 7-10 years of business experience at "Big 5" consulting firms or other leading organizations.

When placed in a key project leadership position, an associate energizes the client's own team and brings the project to successful completion – a sharp contrast to "Big 5" consulting firms that lock clients into expensive, large-scale engagements and keep the client's staff at arms' length. This focused approach also appeals to clients because it uses smaller, tactical engagements to target and reduce major project costs, risks, and execution time. The client team itself benefits as it learns and matures by working closely with the experienced associate. Point B's steady growth proves that businesses prefer the benefits of its approach.

Point B provides leadership to virtually any type of business initiative or project with typical projects including merger and acquisition integration, business process design, department turnarounds, software selection, customer relationship improvement, enterprise resource planning, and deployment of information systems. Point B usually serves in a consultative role, but is also able to fill interim staff positions. The firm can also offer assistance to clients in the areas of recruiting, business and technical analysis, as well as business case development.

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About Point B

Point B is the first professional services firm focused on project leadership and execution. Founded in 1995, the firm provides a diverse and experienced team of locally-based project leaders to companies in Seattle, Denver, Portland and Phoenix. Organizations ranging in size from startups to Fortune 100 corporations turn to Point B for its ability to step into any segment or role of a mission-critical project and help lead it to success. And, unlike many professional services firms, Point B works exclusively for its clients and does not enter into alliances, reseller agreements, or other relationships that might compromise the firm's objectivity. Point B has attracted top project leaders from various industries by offering a culture that promotes flexible work schedules and well-rounded lifestyles for its more than 145 employees. Additional information on the firm and its offerings can be viewed online at <http://www.pointb.com>

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