



THE QMP™ GROUP, INC.

"Dedicated to client success™"

*Press Release
February 5, 2007*

**QMP™ Associates, Inc. announces name change to
The QMP Group, Inc.**

QMP™ Associates Incorporated, a Portland, OR-based management consulting firm announces a change of its corporate name to The QMP™ Group, Inc.

The business was established in 1998 as QMP™ Associates, LLC and Incorporated in 2001 under the same name. This announced change reflects the evolution of the business. The QMP™ Group, Inc. now comprises three divisions. The first, the original QMP Associates entity, retains its original charter to execute a wide range of individual marketing and sales consulting assignments. A second division, Intervensys™, was formed to supply highly specialized teams to critical business turnaround situations, merger consolidations and major corporate transformation programs. Lastly, the QMP Institute for Marketing and Sales Excellence was formed to offer its growing suite of open-enrollment and customized training programs in Market Strategy, Business Development, Sales and Performance Management. These workshops are conducted at its classroom at the Sylvan Hill Office Campus II in Portland.

Since its founding, the QMP™ client base has spread from Portland, to Dallas, Chicago, Seattle, San Diego, and Los Angeles. Its offerings have also expanded and now include multi-client transformation programs and APPS™, its open-source, Excel-based Account Portfolio Planning System for managing small sales teams of up to 50 professionals.

Local NW-area clients include a number of well known local high tech and business-to-business clients, in part, Cascade Microtech, Compli, Compact Controls, (pre-acquisition) ECD, MEC, United Pipe & Supply, Micro Power Electronics, Interactive Northwest, Pentagon-EMS, Cadet Manufacturing and Protocol Systems (pre-acquisition).

QMP™ service alliances include The Steelhead Group (executive recruiting), RW & Associates (Organizational Development) and FineECom Partners (economic valuation and finance strategy).

For more information please contact:

Jerry Vieira
The QMP™ Group, Inc.

qmp@qmpassociates.com
503-297-7671

The QMP™ Group, Inc. is a Portland, OR-based management consulting firm specializing in market strategy, business development, sales and performance management consulting and training programs. Its national client base largely comprises privately-held, small to mid-sized, business to business firms. For more information about The QMP™ Group, QMP™ Associates or The QMP™ Institute for Marketing and Sales Excellence please visit our website at www.theqmpgroup.com. QMP™, Intervensys™ and The QMP™ Institute are trademarks of The QMP™ Group, Inc.