

PRESS RELEASE

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Two More Companies Ramp Up Revenue!

PORTLAND, Ore. – January 14, 2005 –**Something Sweet Confections & Cookies** (Aloha, OR.) and **Precision Eye Care** (Vancouver, WA.) have both seen dramatic increases in their customer base. **Precision Eye Care** increased their revenue 20% in one month and over 40% in the past three months. **Something Sweet** increased their client base over 80% while more than doubling their revenue, in six months. What do they have in common? Both are hired Mark Paul - Managing Partner at **Synergy Consulting Group, LLC**, a leading Beaverton business consulting firm.

"We were looking for innovative ways to bring new customers in the door." Dr. Judy Chan, owner of Precision Eye Care, told us. "I heard Mark Paul speak at a private gathering of business owners and what he shared made a lot of sense to me. We decided to 'take a risk' and hire Synergy. Now I am glad I did! Not only have we learned valuable insights about our clients, we have attracted more business already and we have barely started implementing Mark's recommendations! We expect our business to continue growing rapidly." she continued.

Cynthia Payne & Pamela Mann - co-owners of **Something Sweet** - have a similar story: *"Mark has helped us better understand the strategic nature of marketing - to get at the nuances of our customers' needs, so we can reach them most effectively. He is also a tremendous wealth of knowledge, offering insights when we need it. Mark has been a tremendous help to us in the start-up phases of our business, and we look forward to working with him as our business grows," Mann told us.*

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The secret to their success? Mark applies the content from his mini-seminar: “*Seven Secrets: How to Attract New Customers*” which Synergy applies through their “Strategic Marketing Program” - to engagements requiring marketing and sales improvements. Additionally, he views his role as a strategic partner rather than a consultant. Synergy defers a portion of income - to be paid when, and if additional revenue comes. “*By taking a risk with my clients, I find a tighter bond is formed. They don’t view me as just ‘another consultant’.*” Paul told us.

“*Judy, Cynthia and Pamela are great to work with, and their products and services are extraordinary!*” Paul continued. He explained further: “*I really enjoy working with owners who are open to new ideas, and implement what we find from their customers and prospects.*”

Sharing more about his clients, Paul told us “*The responses received from PEC’s customers were exceptional! They all raved about Dr. Chan’s professional, yet personal demeanor and how well she treats them and helps them with their special needs. And the first time I tasted Something Sweeets’ treats, I was blown away! And when I surveyed their customers, their products rated higher than See’s, Mrs. Fields and even Moonstruck chocolates!*”

Although the results achieved above are indicative of most of Synergy’s engagements, not all owners stick with what they learn - a few go back to ‘old habits’ - and their revenue declines as a result. This process is really a serious change in the way companies market their products and services - not all CEOs are up to the challenge!

About Precision Eye Care

Precision Eye Care knows how eye health and appearance can have a significant effect on the quality of life. They are committed to excellent service for all eye care needs by customizing their recommendations to fit the individual needs of their clients. Dr. Chan can screen patients for possible laser surgery and refer to highly qualified surgeons for the procedure. Precision Eye Care can also perform thorough eye exams for adults and children as young as 2 years of age. In addition to testing

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for visual acuities, Dr. Chan performs a thorough screening of the eye for possible health issues such as cataracts and glaucoma. They have the latest technology to test and diagnose eye diseases such as diabetic retinopathy, glaucoma, macular degeneration and cataracts. For more information, call 360-254-5855 or go to www.pecps.com.

About Something Sweet Cookies and Confections

“Unbelievable!” “Wow!” “Oh... My... God!” These are just some of the reactions people have when they taste Maravellas™, Fudge Ecstasy Brownies, Rocky Road Indulgence, and more! Something Sweet’s confections are great for special occasions - whether they are for personal reasons or business reasons. They are extremely high quality, in both their taste and packaging. Although most people buy these for someone else, after they hear their recipients’ reactions, people buy for themselves! Unique by design and very tasty - their products provide recipients very positive and memorable experiences. Something Sweet’s Specialty Boxes are pre-selected flavor combinations. Each box is filled with cookies that complement each other in both taste and gift box design. For more information, call 503-649-0709 or go to www.somethingsweeet.com.

About Synergy Consulting Group, LLC

Since 1998, Synergy Consulting has helped nearly 100 CEOs, boards of directors and their senior staff to attract customers, improve revenues, operational and financial performance. Synergy’s Managing Partner, Mark Paul, has 25 years of international business and leadership experience. Prior to consulting, Paul served as a senior executive at Northrop Corporation where he was instrumental in building a \$50 million business unit, in two years. Synergy Consulting can be reached at 503-690-8720 & www.synergy-usa.com.

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