

Contact: Rebecca Papin
Brentwood Consulting Group
2420 Fenton Parkway #304
San Diego, California 92108

rebecca.papin@brentwoodconsult.com
Phone (858) 405-2465
Fax (615) 523-8505

**Brentwood
Consulting Group**

Press Release

Brentwood Consulting Group unveils Box-Free Marketing™

In an industry of “out of the box” thinkers, Brentwood Consulting Group has gone one step further.

San Diego, CA, January 26, 2007: Recently one of the employees at Brentwood Consulting Group googled the term “out of the box”. Twenty four million results were returned. This once innovative way of describing creative thinking has become generic and stale. “Out of the box” has become such a common phrase that it has not only fallen into the box it so vehemently claims to be out of, it is the box itself.

“The box is the symbol of corporate restriction. It stands for rigidity, endless rules, and approval processes that take months. The box stands, quite simply, for an office building,” states Rebecca Papin, Brentwood Consulting Group’s Marketing Director. “ ‘Out of the box’ has become so overused (think about all of the out of the box brainstorming sessions, strategy meetings, and sales conferences you have attended) that it doesn’t mean anything anymore. It’s 20th century terminology that is still lingering around, dying a slow death.”

“We’re sick of the box,” Rebecca continues. “We even say on our website that we’ve sent the box away on a much needed holiday. We’ve gone 2.0 with this. For Brentwood Consulting Group, the term “Out of the box” has naturally evolved into “Box-Free”. Box Free Marketing™, for example, is a conceptual way of creating marketing campaigns. We market without rules, which gives us unlimited creativity.”

About Brentwood Consulting Group

With a company motto of “Where Thinkers Work”, Brentwood Consulting Group (www.brentwoodconsult.com) is not your typical cookie cutter consulting group. Brentwood Consulting Group is comprised of high-level, high-performing business professionals. Unique business consulting strategies are brought to the table by former GE, Deloitte &

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Touche, and Accenture personnel. Extremely innovative international and domestic marketing campaigns are executed by an eMarketing Association Professional Member with an international pedigree. C# Application Development, Business Process Improvement, Outsourced Quality Assurance, Six Sigma and ITIL consulting, Technical Editing, and Web Development are other areas in which Brentwood Consulting Group excels. We're serious about technology and technology is seriously fun for us.