

Sanford Group's CEO Scheduled to Appear on Houston's Business Channel 11; Executive to Discuss Best Practices for Marketing Professional Services

HOUSTON, November 8, 2005 – Sanford Group announced today that their CEO, Ronnie Sanford is scheduled to appear on Houston's Business Channel 11 on Thursday, November 17 at 9:00 a.m. central standard time. Mr. Sanford's in studio appearance will feature a discussion of best practices utilized in marketing professional services such as those provided by Accountants, Bankers and Lawyers.

The show will be carried live via cable service from Phonoscope and via webcast at www.phonoscope.com at 9:00 a.m. central standard time.

About Sanford Group

Sanford Group helps clients improve their business performance by ensuring that new products, tangible or intangible, are developed successfully and launched in the most effective manner. Recognizing that more than half of all new offerings fail, Sanford Group collects and analyzes market data to create actionable strategies that resonate with customers. Sanford Group services include strategic marketing, marketing communications, design services and consulting. For more information, please visit www.sanford-group.com.

Strategy Works is a business and marketing newsletter sent out by Sanford Group on a quarterly basis. To subscribe submit the form located at www.sanford-group.com/newsletter.htm.

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