

Marketing Consultants -- Sanford Group -- Expands Its Offerings and Appoints Houston Business Leader Kathie Nordt to its Board

HOUSTON, August 16, 2005 - Sanford Group continues to establish itself as a market leader by appointing an established business leader to its board and expanding its current offerings.

Sanford Group announced today that Kathie Nordt, president of i.focus.corp., has been appointed to its Board of Advisors.

The appointment of Nordt, who has 15 years of experience in the technology industry, enhances Sanford Group's ability to stay abreast of the technology industry. She is an active member of the entrepreneurial community and participates in Texchange, Greater Houston Partnership and the Houston Technology Center. She also serves on the Board of Directors of the Texas MIT Enterprise Forum. Nordt is a strong client manager and business leader who has recruited and placed a number of executives in technology companies ranging from Fortune 100 to pre-IPO emerging start-ups.

"I am honored to accept this responsibility, and treat it very seriously," said Nordt. "Sanford Group is positioned to become the leading firm for strategic marketing in this region and I am pleased to aid in their success."

In addition, Sanford Group is expanding its services to include marketing communications and design, which complements its current strategic marketing and consulting expertise.

"Kathie has been a leader in the Houston business community since 1993," said Ronnie Sanford, Chief Executive Officer of Sanford Group. "Her extensive business acumen and desire to provide true customer service has turned i.focus corp. into the premier recruiting agency in Houston. Our goal is to benefit from her expertise and her knowledge of the technology industry.

"As further testament of our commitment to our clients' satisfaction, we have expanded the services we offer so that they have a single source for all their marketing needs

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.

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