

CEO of Sanford Group to Speak at Howard Frazier Barker Elliott, Inc. Luncheon

HOUSTON, May 10, 2006 – Sanford Group announced today that their CEO, Ronnie Sanford, will speak at a luncheon being sponsored by Howard Frazier Barker Elliott on May 17, 2006.

Mr. Sanford’s presentation, titled *Getting Your Fair Share – For Professional Service Providers*, provides an in-depth look at how clients purchase professional services and discusses the marketing vehicles and techniques best used to reach them. This presentation will be useful to any professional services provider seeking to rapidly grow their business, particularly those in the Accounting, Banking, Legal, and IT service sectors.

“Sanford Group has an innovative approach that works to enhance a professional service provider’s reputation and business relationships,” according to Garry Marshall, Managing Director at HFBE. “I am excited to have Ronnie’s participation at our luncheon.”

About HFBE

HFBE is a valuation, financial advisory and investment banking firm specializing in: valuing private and public entities for tax and financial reporting requirements, fairness opinions, litigation support, and estate planning; providing investment banking activities focusing on middle market companies; and raising private capital for corporate and real estate purposes. HFBE has offices in Houston and Dallas. Please view our web site for additional information about the company at www.hfbe.com.

About Sanford Group

Sanford Group helps clients improve their business performance by ensuring that new products and services 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.

For those interested in learning more about marketing professional services, Ronnie Sanford’s November 17, 2005 interview on Houston’s Business Channel 11 titled “Marketing Professional Services” is now available via download or CD. The video of the interview can be downloaded at www.sanford-group.com/interview.htm. For those unable to download videos a CD can be requested at www.sanford-group.com/requestcd.htm.



Contact:

Kevin Wright

Senior Consultant

Sanford Group

Phone: (713) 466 3832

Email: kevin@sanford-group.com

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