



FOR IMMEDIATE RELEASE

Melissa McCaslin and Karen Whitney Join Clarkston Consulting Providing Marketing Leadership for Consumer Products and Life Sciences

DURHAM, NC — July 18, 2006. Clarkston Consulting, a management and technology consulting firm in the consumer products and life sciences industries, announced today the appointment of Melissa McCaslin as Director of Marketing and Karen Whitney as Senior Marketing Analyst for the Life Sciences vertical. Each brings over fifteen years of consulting services and solutions marketing experience to the firm and will continue to enhance Clarkston's executive client and thought leadership forums.

"We are pleased to welcome Ms. McCaslin and Ms. Whitney to our team," said Neil Nelson, President, Founder, and Chief Services Officer of Clarkston. " Their proven track record in professional services marketing and strong leadership capabilities will enable us to build our pipeline and strengthen Clarkston's brand in our core industries – consumer products and life sciences."

Ms. McCaslin will leverage her expertise to develop and execute global sales and marketing programs that will continue to drive business revenue. Prior to joining Clarkston, Melissa was Senior Marketing Manager at BearingPoint (formerly KPMG Consulting), where she served for over eight years on both the consulting and marketing sides of the firm. Prior, she managed marketing programs for organizations including the National Retail Federation and Gifts in Kind America. In addition to leading Clarkston's marketing team, Ms. McCaslin will manage the strategic marketing efforts for the consumer products vertical. She currently serves as the President of the Triangle Chapter of the American Marketing Association and volunteers on the Board of Trustees for the Eastern NC Chapter of the Multiple Sclerosis Society. She holds a BA in English and Journalism from the University of North Carolina at Chapel Hill.

"I look forward to helping Clarkston in our next phase of company growth," said Ms. McCaslin. "Our deep industry expertise and high client satisfaction rating provide a great foundation to build effective marketing and branding campaigns in the consulting marketplace."

Ms. Whitney will drive the life sciences marketing programs at Clarkston capitalizing on the firm's successful work executed at over half of the world's top pharmaceutical, medical device, and biotechnology companies. A veteran in information technology and professional services marketing, she held various marketing positions during her ten years at BearingPoint (formerly KPMG Consulting) and most recently at The Newcomen Society and SolomonEdwardsGroup.



She holds a BA in Communications from Juniata College in Huntingdon, PA. Ms. Whitney resides in Douglassville, PA and will work out of the Clarkston's Philadelphia location.

About Clarkston Consulting

Clarkston Consulting is a leading management and technology consulting firm that provides strategic business solutions for clients within the life sciences and consumer products industries worldwide. These market leaders turn to Clarkston to help them bridge the gap between strategy and execution to sustain a competitive advantage. Clarkston is a sought-after business partner because of its recognized industry thought-leadership and superior client relationships, as measured by The Conference Board's survey on client satisfaction. For more information, visit www.clarkstonconsulting.com.

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