



## **FOR IMMEDIATE RELEASE**

### **Clarkston Consulting Ranks #1 for Customer Experience**

*Annual Consumer Goods Technology Magazine Reader's Choice Survey Again Ranks Clarkston Highest*

DURHAM, NC – FEBRUARY 6, 2007. Clarkston Consulting, a leading management and technology consulting company, announced that the company ranked #1 in the Customer Experience category within the top ten global consumer products consulting firms by Consumer Goods Technology (CGT) Magazine's Seventh Annual Reader's Choice survey for the fourth year in a row.

Further, Clarkston moved up to the 4<sup>th</sup> position in the overall CPG Consulting Services category demonstrating the firm's ability to perform on the scale of some of the largest, most well-known consulting companies in the world.

"Clarkston Consulting has been a tremendous 'value-add' to one of our company's most significant business process and technology improvement initiatives", said Bryan Stockdale, Senior Vice President, Marketing Operations, R.J. Reynolds Tobacco Company. "They have brought a wealth of industry knowledge to the table along with a disciplined approach to project execution, which has resulted in excellent customer service. I would highly recommend the utilization of Clarkston consulting to any CPG company focusing on business process improvements and enabling technologies."

Steve Rosenstock, Publisher of CGT Magazine agreed, "Because they know the CP industry so well, Clarkston's consultants bring a tremendous amount of value to their projects. This expertise coupled with their overall dedication to producing results, adds up to a great project experience for the client."

Clarkston continues to rise in recognition as a premier provider. In addition to this CGT ranking the firm recently received a rating of 99% in client satisfaction, as measured by the Conference Board.

"We are proud that the investments we have made in hiring and serving our clients have been recognized again this year," stated Thomas Bornemann, Managing Partner of Consumer Products.

Executed by an autonomous third-party firm on behalf of CGT Magazine, the survey analyzes responses from approximately 160 consumer goods executives. Results were published in the January 2007 edition of the magazine.

#### **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](http://www.clarkstonconsulting.com).

**About Consumer Goods Technology Magazine**

Consumer Goods Technology, an Edgell Communications publication, is the leading industry magazine dedicated to helping consumer goods firms improve business performance through information technology. Located in Randolph, New Jersey, Edgell Communications publishes four Additional technology magazines and four merchandising magazines, and produces several national technology conferences. For more information, visit [www.consumergoods.com](http://www.consumergoods.com) or call 973-252-0100 x 331.

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