



FOR IMMEDIATE RELEASE

Clarkston Consulting Ranks #1 for Customer Experience

DURHAM, NC – MARCH 4, 2008. Clarkston Consulting, a leading management and technology consulting firm, announced that the company was ranked the #1 consulting organization in terms of Customer Experience by the readers of *Consumer Goods Technology Magazine*. This was the fifth consecutive year that these awards have been given, and each time Clarkston was recognized by the magazine, with readers consisting of over 25,000 Consumer Products IT and Business Executives.

Clarkston has consistently been ranked in the top 10 global consumer products consulting companies, and the 2008 ranking marks the 3rd consecutive year ranked #1 for customer experience. This ranking further validates Clarkston's strategy of industry focus and always placing the client's needs first.

"I was impressed with the deep consumer products knowledge and best practices expertise that Clarkston brought to Johnson & Johnson," said Anji Reddy, Global Process Lead for Johnson & Johnson Consumer Companies. "They quickly delivered value by helping us refine our desired process, facilitate solution requirements and map an implementation strategy within a global environment. Their attention to client service and the unique needs of our business was invaluable."

Lori Caste, Publisher of *Consumer Goods Technology*, agreed. "The designation by our readers of a top ranking in Customer Experience three years in a row speaks for itself. This recognition clearly indicates that Clarkston Consulting has been able to deliver consistent successful results for its customers."

"Clarkston takes great pride in the fact that our ethic of brilliant client service continues to differentiate our firm amongst some of the largest, most well-known consulting companies in the world," said Thomas Bornemann, Clarkston's Consumer Products Managing Partner. "We believe our targeted commitment to the unique needs of the consumer products industry allows us to help our client's meet their business goals."

Executed by an autonomous third-party firm on behalf of *CGT Magazine*, the survey analyzes responses from approximately 150 consumer goods executives. To ensure the integrity of the survey process, respondents only voted in the categories they are actively involved in. Results were published in the January 2008 edition of the magazine

About Clarkston Consulting

Clarkston Consulting is a different kind of management and technology consulting firm. We deliver a unique experience for market leaders within the Consumer Products and Life Sciences industries. Considering professionalism, expertise, and value as prerequisites, we take service a step further through our unyielding

commitment to the success of people as individuals, both our clients and our employees. By combining integrity, adaptability, and a whatever-it-takes attitude, we have achieved an extremely high rate of referral and repeat business and a client satisfaction rate of 97% over the past five years as measured by The Conference Board.

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 or call 973-252-0100 x 331.

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