



NEWS RELEASE

Concept Branding Group adds Steve Gostin to Management Consulting Team; Expands Throughout the West

Leading small business brand and operational consulting firm continues to add resources to increase client marketing success and to increase brand exposure

Palm Springs, California. December 28, 2009-- With over 175+ years of collective small business, retail, food, restaurant, hospitality and organizational brand building expertise, Concept Branding Group has added seasoned operational professional Steve Gostin to its team, increasing its ability to service current and new clients, primarily focusing efforts on the west coast region.

Gostin will be Lead Consultant, West Coast, leading business development efforts around the firm's most recent, turn-key products: <http://www.operationsTuneUp.com> and <http://www.restaurantTuneUp.com> -- providing tactics for operators dealing with today's new economic challenges such as escalating costs, rising energy costs and increased competition for a shrinking guest dollar as well as long-term brand sustainability.

"Since our founding in 1991, we have always sought to provide operators, suppliers and trade groups with the tools necessary to refine their brands, improve operations and move to the next level of performance. By bringing on Steve Gostin, a proven professional with a true entrepreneur's sense of how to brand, build, and market a successful business, we are poised to assist small businesses, retail food, and restaurant operators set new levels of achievement," commented Tom Kelley, Managing Partner.

Steve Gostin comes to Concept Branding Group with over 20 years of restaurant/bar/nightclub/foodservice experience, including roles as General Manager, Director of Operations, and the past 3 years in operations and F&B management in gaming. Steve is also a certified TiPS trainer and specializes in employee training and knowledge.

"I am extremely happy to begin this new chapter in my career with Concept Branding Group and the amazing individuals involved with this organization. Concept Branding Group provides me with the forum to build new relationships and utilize my years of experience in the industry to assist others achieve success, especially in this struggling economy."

Gostin will add to Concept Branding Group's blog (<http://restaurantperspectives.com>) and lead the firm's operational, branding, marketing and community relations services throughout the west coast as well as provide valuable counsel with national chain and supplier accounts globally.

In addition to bringing on additional talent, the firm recently opened an office in Miami to service Florida and the South.

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Concept Branding Group is a strategic brand and operational consulting firm with over 175+ years in the small business, food, retail and beverage industry. From its offices in New England, Miami, and Washington, DC, the Group works with start ups, small and medium sized small businesses and organizations, and foodservice suppliers to refine brand identity and expand brand performance, primarily through building relationships and delivering on brand promises. <http://www.conceptbrandinggroup.com>

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