

## NEWS RELEASE

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### **Concept Branding Group Expands Services to Entire Coachella Valley, Inland Empire and Orange County**

*Marketing consulting and solutions firm assists in reviewing operations, marketing messages and community action*

**Palm Springs, CA- May 17, 2010** -- Leading marketing and operational consulting firm Concept Branding Group is expanding its services to cover more of the greater Inland Empire, Coachella Valley and extending into Orange County.

The firm provides real-life solutions to start ups, to operators facing marketing and operational challenges, and to small businesses and organizations, of all types, seeking better relations with current and potential guests and customers. Concept Branding Group is flexible, nimble and can work within most budgets and timelines.

“We realized there was a need for our services beyond just Palm Springs, so we strategically have expanded our in-house marketing to nearby metro areas,” noted Tom Kelley, Managing Partner. “We are very excited about helping more small businesses and organizations, especially in challenging economic times.”

The firm offers an initial complimentary consultation to determine how it can best serve potential clients’ needs. From there, work can begin immediately to increase profits, customer counts and improve profile in communities.

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*Concept Branding Group specializes in examining, refining and expanding marketing outreach for start ups, small and large businesses, trade associations, and nonprofit organizations. With more than 175 years of combined expertise, the firm works with forward-thinking clients, start ups, entrepreneurs, organizational leaders and their teams to unleash their full brand potential and positively increase community and industry profile. [www.conceptbrandinggroup.com](http://www.conceptbrandinggroup.com)*