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Pacifica Group and BusinessLaunch combine to create Aventi Group

Group offers increased breadth and experience in delivering interim marketing leadership and strategic consulting services to high technology firms

San Francisco, CA, Sept 15, 2008 – Pacific Group Consultancy and BusinessLaunch announced today that they have combined operations to create a new company called Aventi Group Consulting Services. Both firms have successfully delivered consulting expertise and services to high tech firms since 2001.

The merger gives the new firm tremendous depth of expertise, unique methodologies, and rich client experiences that will benefit new and current clients through Aventi Group's charter of providing marketing and sales "horsepower on demand." The new group will help clients quickly address new business challenges and temporarily fill key management roles as they navigate the rapidly changing, highly competitive technology business environment.

Aventi Group will be led by three General Partners, Jeff Thompson and Bill Reed (formerly of BusinessLaunch) and Sridhar Ramanathan (former President of Pacifica Group). All three each have over 20 years of experience in marketing, sales and business development in executive leadership roles with large and small high tech companies. Each brings a track record of driving results through extensive client engagement, comprehensive analysis and focused execution. .

"We are very excited to announce this merger and look forward to an expanded ability to address the needs of our clients," said Jeff Thompson, CEO of Aventi Group and former President of BusinessLaunch.

In addition to Aventi Group's General Partners, the firm boasts a number of executive Partners who bring excellent project leadership track records as well as expertise in a wide range of industries and marketing and sales functions. Aventi Group also manages a rich consultant ecosystem and is affiliated with over 40 small consulting firms and independent consultants who engage with Aventi Group on specific projects where key skills or additional resources are needed.

"Our combined consulting networks will help Aventi Group quickly mobilize consulting teams to deliver on the dynamic needs of our clients," said Sridhar Ramanathan, COO of Aventi Group and former President of Pacifica Group.

BusinessLaunch and now Aventi Group client, Holly Roland, Vice President of Marketing for SAP, said, "We have been a client for two years and throughout that period, the Aventi Group consultants have consistently delivered high quality support. They have also demonstrated an ability to quickly react to our changing needs and engage additional resources where needed."



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About Aventi Group LLC:

Aventi Group is a consulting firm that specializes in accelerating revenue for technology companies. Formed via the merger of BusinessLaunch and Pacifica Group, Aventi Group executives and consultants act as an extension to our clients' management teams. Aventi Group offers a range of strategic planning, business development and marketing services. Since 2001 Aventi Group has successfully helped our clients:

- Launch new products/services
- Drive more sales through the channel
- Identify and capture new market opportunities
- Expand revenue with aligned sales/marketing efforts

Aventi consultants have deep expertise in security, storage, networking, compliance, business intelligence, and wireless/mobility.

A partial list of clients includes Adobe, Cisco, Computer Associates, Covad, Forsythe, Hewlett Packard, Hitachi, NetApp, SAP, Seagate Sony, Sybase, Symantec, as well as many early stage technology firms.

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