



## **FOR IMMEDIATE RELEASE**

### **Clarkston Consulting Recognized as a Leading Consulting Firm in *Consumer Goods Technology* Best in Class Issue**

DURHAM, NC - February 26, 2004 - Clarkston Consulting, a leading management and technology consulting firm, has been recognized as among the top consulting firms in the Best in Class issue of *Consumer Goods Technology* magazine.

The fourth annual *Consumer Goods Technology* Elite/Reader's Choice issue encapsulates feedback from 150 consumer goods executives in determining the elite industry players. Together, these executives determine the Best in Class through feedback on whom they feel are the market leaders in their industry, and who provides the most customized and targeted solutions.

This is the first year that consulting firms have been included in the Best in Class issue. This category was added to accurately reflect the evolving needs of consumer goods executives, who increasingly look to consulting firms to help them operate with increased speed and cost-effectiveness. "Consulting firms such as Clarkston bring expertise and insight to the ever-changing consumer goods landscape, and can help companies successfully meet the growing demands of consumers and retailers," said Steve Rosenstock, publisher of *Consumer Goods Technology*. The Best in Class is intended as a guide for companies looking to work with firms that have the best penetration and rating within the industry.

"We rely on the input of our readers - those who select and use consulting firms for their business needs - to determine the market leaders," added Rosenstock. "It is a real accomplishment for Clarkston to be included among this year's crop of Elite players."

"It is truly an honor to be recognized by respected, deep industry leaders as a leading consulting firm," said Thomas Bornemann, managing partner of consumer goods at Clarkston Consulting. "We are driven by the satisfaction of our clients, and I think that our client-focused approach, coupled with our innovative business solutions, differentiates us in the marketplace."

#### **About Consumer Goods Technology**

*Consumer Goods Technology*, a publication of Edgell Communications, has a readership of 25,000 consumer goods executives. *Consumer Goods Technology* delivers strategic insight and thought leadership, which consumer goods companies can leverage to turn into real-time



solutions. For more information, visit [www.consumergoods.com](http://www.consumergoods.com) or [www.edgellcommunications.com](http://www.edgellcommunications.com).

### **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).

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