



1001 sw 5th avenue
suite 1100
portland, or 97204
503.788.5000
www.pointb.com

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Media Contacts:

Laura Yurdin, Point B Solutions Group
Phone: 206.985.9634
Email: lyurdin@pointb.com

Richard Kendall, The Frause Group
Phone: 206.949.4438
Email: rkendall@frause.com

Point B Promotes Geeta McCormack to Managing Director in Seattle

Consulting-industry star elevated to top management role at local project leadership firm

SEATTLE (Jan 24, 2006) — Point B Solutions Group, LLP, a professional services firm specializing in project leadership, announced today that Geeta McCormack has been named managing director at its Seattle practice. With the promotion, McCormack, an industry veteran, becomes the seventh associate to be given the firm's top management title.

“Geeta is an outstanding project leader who keeps the client at the center of everything she does. She's proven her commitment to the Seattle business community over the past six years at Point B,” commented Paul Lambert, practice director for Point B's Seattle practice.

Lambert continued, “Geeta's new role at Point B will be critical in our ability to continue to innovate and expand our Seattle practice. We're delighted she's such a central part of the growing Point B team.”

“I'm thrilled with the new position and look forward to helping Point B in a highly strategic capacity while I help clients solve complex business issues that are critical to their success,” added McCormack, who most recently served as a senior associate at Point B.

McCormack joined Point B in 1999 after spending nine years at a large international consulting firm where she provided consulting services to multi-national corporations, along with audit and business-advisory services. She is a seasoned leader who has helped clients achieve success in technology, healthcare, financial services, manufacturing and media, among various other vertical industries.

Most recently, McCormack has been helping a large technology corporation to develop disaster recovery, business continuity and incident response plans, as well as coordinate roles and responsibilities in support of new business offerings in the international marketplace. As managing director, McCormack will continue to provide leadership in the areas of service delivery and Point B associate development while she assumes new responsibilities in strategic planning and execution in the Seattle market.

Point B is focused on delivering world-class project leadership and helping a wide range of organizations to solve their bottom line-oriented initiatives. As market demand for these services has increased, especially among regional corporations, Point B has grown its annual revenues by some 25 percent company wide. In addition to Seattle, Point B has practices in Portland, Ore., Denver and Phoenix.

Point B employs seasoned, highly experienced consultants with five to 15 years in the profession, compared to employees of other service-providers who generally have far less consulting experience. That level of expertise enables Point B to add value to top-level executives and, most importantly, anticipate problems before they begin to emerge at a critical level. According to Lambert, many corporate executives refer to Point B associates as their own agents, hired to “be their eyes and ears and ensure their projects get done precisely as needed.”

McCormack has a Masters of Business Administration (with an emphasis in Operations Management) from the University of Washington, and a Bachelors of Science degree from the University of Illinois. She has Certified Public Accountant accreditation in Illinois and has instructed students in accounting while serving as a teaching assistant at the University of Washington’s School of Business. McCormack lives in Seattle where she enjoys a range of outdoor activities with her family.

About Point B

Point B is the first professional services firm focused on project leadership and execution. Founded in 1995, the firm provides a diverse and experienced team of locally-based project leaders to companies in Seattle, Denver, Portland and Phoenix. Organizations ranging in size from startups to Fortune 100 corporations turn to Point B for its ability to step into any segment

or role of a mission-critical project and help lead it to success. And, unlike many professional services firms, Point B works exclusively for its clients and does not enter into alliances, reseller agreements, or other relationships that might compromise the firm's objectivity. Point B has attracted top project leaders from various industries by offering a culture that promotes flexible work schedules and well-rounded lifestyles for its more than 225 professionals. Additional information on the firm and its offerings can be viewed online at <http://www.pointb.com>.

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