

News Release

Northbridge Launches Dashboard Assessment Service ***New Offering to Fast-track Sales and Marketing Performance***

OTTAWA , ON – October 17, 2005 - The Northbridge Group Inc., a business performance company that delivers measurable improvement in sales and marketing effectiveness, announced today the launch of its Sales and Marketing Dashboard Assessment. The new offering responds to the need among small to mid-size organizations for an affordable diagnostic view of their sales and market effectiveness.

“This new service provides a high-level snapshot of marketing, sales and channel programs and identifies where programs are not quite aligned for success,” said Larry Trenwith, Managing Partner, The Northbridge Group. “For those organizations that have neither the time nor the resources to undertake an internal evaluation, or more exhaustive audit, the Northbridge Dashboard Assessment is like a medical checkup for their sales and marketing departments. It’s a quick diagnosis of the health of a company’s sales and marketing strategies, programs and execution capabilities measured against accepted best practices using proven, reliable methodologies.”

The Dashboard Assessment provides a powerful, cost-effective tool for companies whose sales and marketing efforts are not yielding the desired results. “Some of our clients, particularly in the highly dynamic technology sector, are doing all they can to juggle the daily business decisions they have to make to respond to market pressures,” said Ron Brophy, Managing Partner at The Northbridge Group. “They have expressed an urgent need to better understand how their marketing resources can be more effective, but they don’t have the time or resources to pinpoint the key areas in need of immediate improvement. In most cases, the recommendations from a Dashboard Assessment can be acted upon immediately at little or no cost.”

The Northbridge Sales & Marketing Dashboard Assessment is a methodical examination of an organization’s customer philosophy, market information, strategy, sales and marketing integration, and resource allocation. It is offered as a turnkey service delivered within a two week timeframe, and includes:

- a snapshot assessment of existing strategies, plans and programs;
- recommendations for immediate actions and improvement;
- identification of areas requiring more comprehensive analysis;
- presentation of key findings to company principals.

Pricing - OCRI Member Discount

The Northbridge Group is offering the Dashboard Assessment service to all OCRI member companies at the special price of \$4,995 until December 31, 2005, a 33% discount off the regular price.

We’re delighted that Northbridge has agreed to make this service available to OCRI members with a special value-based price incentive,” said Jeffrey Dale, President of OCRI. “This is yet another example of OCRI’s commitment to bringing people, ideas and resources together to help our members improve their competitive position.”



About The Northbridge Group

The Northbridge Group is an experienced team of sales and marketing professionals dedicated to the improvement of our clients' sales and marketing performance. The Company's fast track ADEPT™ methodology - Assess, Develop, Execute & Performance Track - guarantees a pragmatic approach to strategy, program definition and results-oriented execution that aligns sales and marketing resources for rapid, measurable results. For more information about the Sales & Marketing Dashboard Assessment visit www.thinknorthbridge.com/dashboard_assessment.html For more information about The Northbridge Group visit www.thinknorthbridge.com.

About OCRI:

OCRI (Ottawa Centre for Research and Innovation), the city's economic development corporation, is leading the way for Ottawa. OCRI is the rallying point to bring business, education and research together to create the winning economic conditions that allow Ottawa's technology companies to thrive locally and compete globally. At OCRI we promote sustainable economic development to maintain our high quality of life. For more information on OCRI visit our website at www.ocri.ca and for more information on the Ottawa Region please visit www.ottawaregion.com.

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For additional information, please contact:

Media Contact:
Maggie Patterson
613. 614.2053
mpatterson@ripnet.com

Corporate Contact:
Ron Brophy
Managing Partner
The Northbridge Group Inc.
Tel: 613.692.5476

Email: ron@thinknorthbridge.com