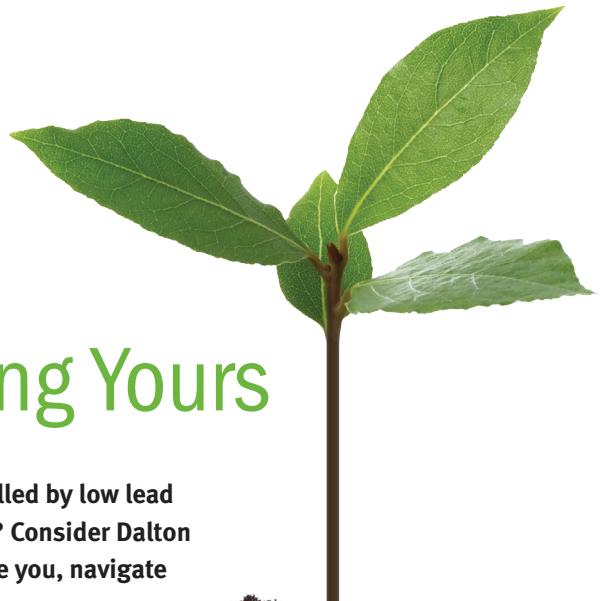




DALTON MARKETING GROUP



Our Business is Growing Yours

New product launch delayed by limited resources? Sales team stalled by low lead flow? Market acceptance slowed by an outdated or unclear brand? Consider Dalton Marketing Group (DMG) – we specialize in helping executives, like you, navigate these challenges and grow your business – fast.

We Help Our Clients

- Define a Problem and Deliver Solutions
- Go to Market
- Generate Sales Leads
- Build and Optimize Customer Relationships
- Create or Refresh Branding

A valuable option for executive-level marketing expertise

With unique experience in the marketing of new products, brands, and divisions, DMG helps define, target and grow markets – to help drive your business. We provide interim marketing consulting and guidance, as well as program management, execution and measurement. We can supplement your in-house team or assist on a project basis – our interaction level is up to you.

Best-in-class team committed to our clients' success

DMG's networked model enables us to provide 'best-in-class' services so that you achieve your marketing goals.

Our team includes:

- highly experienced executive marketers who have served as CMOs or SVPs, setting big goals, managing big budgets;
- marketing directors with 10 - 15 years corporate / agency experience who've "done it all";
- specialty resources, including creative professionals, research analysts and product marketers at the top of their trades.

With representation in major markets – Atlanta, Boston, Dallas and Providence – you get all the benefits of a sophisticated, national team - locally.

The DMG Team

- Senior
- Responsive
- Flexible
- Hands-on

For more information about DMG, please visit www.daltonmarketinggroup.com or contact Ellen Donahue-Dalton at ellen@daltonmarketinggroup.com



DALTON MARKETING GROUP

Why DMG

- High-quality results
- Fast delivery
- Management time savings
- A fresh perspective
- No risk or overhead



"We need a marketing partner to help define and launch new services, products and communications that help our specialized offering stand apart from the rest. DMG is the clear choice – they deliver excellent work and make the process easy for us."

Kathy Enochs

Chief Operating Officer, GPA



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First-class results without overhead and risk

By partnering with DMG, you receive effective, impactful marketing strategies, programs and results delivered on time – enabling you to focus on other mission-critical initiatives.

Here's what you can expect:

- A high-level boost to your marketing department – without recruiting, training or turnover costs
- Impactful programs backed by a strategic approach
- Customized, cost-effective solutions to meet your unique needs
- Professionals current with innovative approaches, services and tools