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Press Release

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Channel Marketing Group Partners with East West Associates

Combined Group Looks to Support Manufacturer Profitability and Market Development

Channel Marketing Group (CMG) and East West Associates (EWA) are pleased to announce they have established a non-equity partnership to better service the global needs of electrical manufacturers and distributors. This partnership brings together the unique Asian resources and capabilities of East West and the strategic marketing and electrical industry expertise of Channel Marketing Group.

In today's global economy, companies are dealing with a host of market challenges, including volatile global supply chains, overseas product development, increased international competition and diverse distribution channels. This partnership provides companies a resource in the US and Asia which can execute corporate strategies ranging from market research to channel development and optimization through to strategic sourcing, in the U.S. and Asia.

With the influx of foreign competitors and the growth of domestic Asian companies, the China and Asian marketplaces have become significantly more viable and competitive. Those companies not effectively taking advantage of these opportunities to enter new markets as well as manage their costs and operations are less effective in competing in today's economic environment.

East West enables companies to effectively operate in Asia through enhanced supply chain oversight and supporting companies' efforts to sell in Asia. This unique focus enables companies to maximize profitability through strategic sourcing while developing Asian revenue opportunities.

Leveraging its significant Asian operational experience, clients employ East West to:

- Develop and execute their Asian Market Entry Strategy
- Implement supply chain 'best practices' to ensure the competitiveness of their Asian businesses

Said David Gordon, President, Channel Marketing Group, "Our new relationship with East West Associates has a number of opportunities for our clients. As companies continue to seek new revenue opportunities, more are recognizing global opportunities. East West's experience in Asia can help companies accelerate their time to market, utilizing their expertise to help manufacturers develop Asian distribution channels. Additionally manufacturers are always seeking ways to maximize the profitability of their supply chain. East West knows Asia and China. They can help companies source quality suppliers, conduct fraud checks and, in general, navigate the challenges of doing business in China. We see this as another step in helping our clients to grow profitably."

About Channel Marketing Group

Channel Marketing Group is a strategic planning and marketing consulting firm based in Raleigh, NC, that helps distributors, manufacturers and other providers to distribution channels generate profitable channel growth initiatives and share taking strategies.

For more information on Channel Marketing Group, visit our website at www.channelmkt.com, or contact David Gordon at dgordon@channelmkt.com or 1-919-488-8635.

About East West Associates

East West is located in Charlotte, NC and Shanghai, China and also has employees located in Beijing, Chengdu, Zhengzhou, Nanjing, Guangzhou, Shenzhen, Chongqing, Dalian, Qingdao as well as Singapore, Korea and Taipei, Taiwan. The East West team in the US and Asia consists of senior executives from Fortune 1000 and mid-sized US companies who have successfully run business units and companies in Asia – additionally, our Chinese team worked previously for Western and well-known Asian companies. In several instances, our US and Chinese team members worked together in Asia at the same companies, which provides significant team continuity.

Our broad global presence allows East West to quickly respond to the needs of our clients with the appropriate resources. Our clients are primarily manufacturing and distribution firms, technology companies and service providers. East West Associates' website is www.eastwestassoc.com.

Contact Alex Bryant, East West Associates at abryant@eastwestassoc.com or 1-704-807-9531