

NEWS RELEASE

For immediate release

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Editor Note: Glenn Gulick and Kurt Jetta are available for commentary; please contact them directly at abovementioned phone numbers and/or emails.

Dan Laurence Joins the TABS Group

Shelton, CT (November 2, 2009) – The TABS Group announces today that Dan Laurence has joined their team as a Senior Consultant. Dan has over twenty-three years of consumer product goods experience. He has held a wide range of positions in sales covering national accounts, food service, and executive management teams across all trade channels. Prior to joining the TABS group Dan spent four years at Kerry Food and Beverage most recently as Senior Sales Manager responsible for the US and Canada. His consumer product good's career started at Revlon as an Account Manager and ended as Vice President of Customer Business Management. Dan achieved various sales recognition awards while at Revlon including the prestigious Chairman's Circle Award multiple times.

The Atkins experience was his first exposure to Tabs Group and the true power of the Tabs tools to develop and grow the business. His Kerry experience expanded beyond just consumer product goods to a strong working knowledge of food service and that of private label products.

"I am most proud of my experiences as a Senior level sales manager in the consumer product goods business with demonstrated ability to grow sales, profit, and market share through data mining to uncover opportunities while utilizing, advanced computer skills, analytics, plus cross functional teams to achieve desired goals, " notes Dan.

"Dan has a rare skill set in the Consumer Products industry in that he has extensive experience in both Food and non-Food categories and he has held Senior Sales, Category Management and Trade Planning positions," commented Dr. Kurt Jetta, President and Founder of TABS Group. "He is an excellent fit for what we do at this company, and he will make a contribution to our growth immediately."

Background:

TABS Group has experienced incredible growth over the last eleven years, where they have enjoyed annual growth rates of 40% per year. Contributing to the growth is their new and innovative analytical approaches, along with cutting-edge technology and software, including the launch of their new Total Store Analytics™ program. The TABS Group prides itself on bringing retailers and

manufacturers in the consumer packaged goods industry new business processes that not only save time and money, but also ultimately contributes to their overall bottom line.

Kurt Jetta founded the TABS Group in 1998 as a service with a better way to conduct Sales and Marketing analytics in the Consumer Products Industry. TABS has developed unique and affordable processes to strip out time and cost from the analytical process. Their methodologies are robust, proven, and put to work daily for dozens of clients across a variety of Food, Drug, and General Merchandise categories. Among their products are Total Store Analytics™, QuickTABS™ and AisleMaster™.