



one market, spear tower
suite 3600
san francisco, ca 94105
415.962.7100
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: 206.352.6402; 206.949.4438 (c)
Email: rkendall@frause.com

Consulting Firm Point B Solutions Group Opens Bay Area Practice

Fast-growing company fills 'project leadership' void in San Francisco business community; names veteran consultant to manage and lead Point B's newest regional office

SAN FRANCISCO (Mar. 2, 2006) — Point B Solutions Group, LLP, has opened its fifth company office, in San Francisco, where the professional-services firm recently began providing project leadership to organizations in the retail, healthcare and media-publishing industries. The new practice is being led by tenured Point B senior associate Keola Caindec.

Point B is a unique consulting firm focused on delivering world-class project leadership aimed at helping organizations of various types and sizes to solve their bottom line-oriented initiatives. Since being founded in 1995, Point B has opened practices in Seattle, Portland, Ore., Denver and Phoenix, in addition to San Francisco.

“Companies come to Point B when they have critical, highly complex initiatives that simply cannot fail — projects that keep executives up at night,” said Point B Practice Director Keola Caindec, who lived in the Bay Area for 10 years before taking a project leadership position at Point B Seattle in 1998.

“Making sure a project runs smoothly and exceeds an executive’s expectations requires deep industry knowledge and an established track record in a leadership role. These are the kinds of professionals our clients are able to leverage for all their key business initiatives,” he stated. Caindec added that Point B is focusing its business-development efforts in the areas of healthcare, financial services, retail, software and technology, and insurance, among other targeted industries.

“While it has one of the country’s most sophisticated, mature business communities, the Bay Area until now has lacked a local advocate to provide experienced, focused leadership to ensure

the successful completion of highly complex business projects,” stated Jon Fleming, Managing Director of emerging markets at Point B.

“This represents a tremendous opportunity for our firm to fill that void with a client-centric business model that’s helped make Point B so successful for over a decade. We’re excited to bring these services to local organizations in need of project leadership,” he added.

Fleming mentioned that Point B’s services have been warmly embraced by the local business community, where executives have “instilled their confidence in Point B associates to lead their organizations’ most important projects,” he commented.

As market demand for its services has increased — in San Francisco and throughout its other practice areas — Point B has grown annual revenues by 25 percent company wide over the past several years. The firm attributes this rapid growth to a number of factors, including the ability to generate repeat business and word-of-mouth referrals from clients, which range from startup organizations to Fortune 100 corporations throughout the region.

But it is Point B’s client-first mentality that drives much of the success of its associates, who regularly share project solutions and other collective wisdom across the firm’s sophisticated Web-based knowledge-management system to bring the best solutions everyday to its clients. Point B’s highly experienced consultants have seven to 15 years in the profession, compared to employees of other service-providers who generally have far less 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 critical levels.

Prior to his current position, Caindec led projects for Point B in the Pacific Northwest after serving more than a decade in San Francisco at Andersen Consulting (now Accenture) and American President Lines, the world’s sixth largest container transportation and shipping company. At Andersen, Caindec led systems-integration projects for utility companies and local and national healthcare providers.

Caindec has more than 15 years experience leading complicated, mission-critical projects in healthcare, insurance, manufacturing, logistics, telecom and government. He has formal business-

consulting training in the areas of process management and reengineering, systems analysis and design, and project management, to name just a few. Caindec holds a Bachelors of Arts degree in Management-Engineering from Claremont McKenna College in Claremont, Calif., and a Bachelors of Science degree in Industrial Engineering from California Polytechnic University in San Luis Obispo. He lives in the Bay Area with his wife and three children.

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, Phoenix and the Bay Area. 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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