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FOR IMMEDIATE RELEASE

Point B Appoints Three New Client Executives

Local Management Consulting Firm Positions Itself for Growth

SEATTLE – December 15, 2009 – Point B, an employee-owned management consulting firm specializing in strategic execution, has appointed three new client executives to further position itself for steady growth in 2010. Kathleen Goodman, Shelley Holm and Ben Burke have each been promoted to posts as senior directors, where they will provide client leadership, support associate development and provide strategic input into Point B’s Seattle practice.

“These three leaders each bring an infectious commitment to our clients, our associates and our local community and exemplify the basic tenets of our firm: professionalism, passion for life and putting our clients’ interests first,” says Paul Lambert, Point B’s national practice director.

The firm, which has historically seen year-over-year growth of up to 25 percent, buckled down in 2009 and retained its people during the turbulent economic times.

“While a challenging year for many businesses, we are thankful for the relationships we have with our clients and have been proud to help them achieve their goals in 2009. These promotions reinforce that commitment and squarely put our executives closer to our front-line work.”

Kathleen Goodman joined Point B in 2005 with a distinguished project leadership track record and has been a leader in the Seattle practice since joining the firm. Known for her continued commitment to Point B’s clients, she has helped numerous clients launch their strategic

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initiatives and supported numerous associates on the front lines. Kathleen holds a B.A. in biology from Whitman College and a M.A. in management and organizational communication from Emerson College. She is also the incoming chair of the board of Seattle Works.

Shelley Holm joined Point B in 2001 and has provided leadership to Point B in many different ways, including leadership and front-line delivery on numerous client accounts and helping to define the firm's approach to account management and collective wisdom. Shelley holds a M.B.A. from Seattle University and a B.S. in electrical engineering with a minor in mathematics from Washington State University. She also serves on the board of the Moyer Foundation.

A veteran of the consulting space, Ben Burke joined Point B in 2004. He has provided leadership and strategic execution to numerous accounts and associates across the firm. He has served as the director of public relations and has been actively involved in Point B's business development efforts. He has also spoken on numerous topics pertaining to retail, marketing and product management. He received a B.S. in systems engineering from the University of Virginia and a M.B.A. from the Kellogg School of Management at Northwestern University.

About Point B

Point B is an employee-owned management consulting firm that specializes in helping clients execute their strategic initiatives and deliver business results that create transformational change and competitive advantage. Hundreds of clients, including The State of Washington, Microsoft, Cisco, CIGNA, The Federal Home Loan Bank, Underwriter's Laboratories, and The Children's Hospital Association have sought out Point B for its objective leadership, deep expertise and ability to transform strategies into reality. Founded in 1995, Point B serves clients in Chicago, Denver, Los Angeles, Phoenix, Portland, San Francisco and Seattle. The firm has been honored by many publications as an exceptional place to work, including being named a "Top Small Workplace" by *The Wall Street Journal*. In 2008, *Consulting Magazine* recognized Point B with its "Best Firms to Work For" award and ranked the firm #1 in its Leadership category among 205 consulting firms worldwide. www.pointb.com.

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