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MADE-TO-MARKET PARTNERS WITH TOP EUROPEAN MARKETING CONSULTING FIRM EGOBOSS TO ADDRESS GLOBAL CLIENT NEEDS.

Agencies Will Collaborate to Deliver a Broad Range of Integrated, Intercultural Services to Businesses Across Europe, the US, and the Middle East.

NEW YORK - January 4, 2006 - Made-to-Market, experts in providing cross-cultural marketing and business services for German and American companies, today announced a strategic relationship with egoboss, a leading European marketing consulting firm. Made-to-Market and egoboss will collaborate on joint accounts to complement and extend each other's localized experience and expertise for a broad range of international marketing and consulting activities.

Made-to-Market and egoboss share a complementary approach to helping companies penetrate new and established markets by developing strategies and programs that reflect an in-depth understanding of local language, business, culture, and nuances. Made-to-Market works closely with German/American companies seeking to establish and grow their presence in the US and/or in German-speaking countries such as Germany and Austria. Based in New York, the agency offers proven multi-lingual, multi-cultural know-how across the full scope of marketing services - including strategic planning, market research, advertising, public relations, graphic design, web and interactive, and more.

Across the pond in London, egoboss combines an interactive online portal with in-person consulting services to provide software and IT companies throughout Europe, the US, and the Middle East with competitive analyses, growth strategies, and market positioning to support global business initiatives such as mergers & acquisitions, venture capital funding, initial public offerings, and more.

Together, Made-to-Market and egoboss will enable companies with global marketing needs to gain a local edge in their target markets around the world.

“Contrary to popular belief, competing successfully in the worldwide market does not mean thinking globally, but rather, thinking locally on a global level. With this as our cornerstone, Made-to-Market has helped a growing number of international clients establish a significant local presence in new and emerging markets,” said Yvette Schwerdt, Founder and President of Made-to-Market. “We’re excited to collaborate with a partner like egoboss, who brings a similar vision to deliver a range of additional services to our clients.”

“Like egoboss, Made-to-Market understands the critical need for businesses to optimize their global marketing strategies for local audiences in order to truly achieve local market penetration and success,” added Carl Griffith, Founder and President of egoboss. “We look forward to providing our joint customers with access to a broad range of capabilities, infused with a common approach to success.”

About Made-to-Market

Experts in cross-cultural marketing and bilingual in German and English, MADE-to-MARKET specializes in German-American business services. The MADE-to-MARKET team has worked extensively with both business and consumer audiences in the United States, and in all German-speaking countries, including Germany, Austria, and Switzerland. The company’s services include marketing strategy and research, translation and copywriting, web site design and development, search engine optimization, marketing collateral creation, event marketing and trade shows, public relations, and more, across both the German and American markets. For more information, visit www.madetomarket.com.

About egoboss

egoboss is focused on "Automating Success," delivering targeted consulting services and a unique online platform for competitive analysis and strategic planning. egoboss works with a broad range of customers in the worldwide IT and software industries, specializing in ISVs, VCs, and industry analysts. For more information, visit www.egoboss.com.

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