



"Achieving noteworthy growth for your company"

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Opus Partners, Inc. Conducts Second Successful Sales Seminar and Cooking Demonstration for Metro NY Companies

—Growing pressure to increase company revenue drives demand for encore seminar—

Mount Kisco, NY, April 6, 2005—Senior executives came away from Opus Partners' second sales planning seminar last night with new sales strategy ideas and full stomachs. The seminar, "Key Ingredients to Creating a Successful Sales Plan," featured an interactive seminar and brainstorming session along with a gourmet cooking demonstration complete with a three-course meal and complementary wines. Opus Partners, Inc., is a business services company that helps organizations achieve sustainable growth.

The seminar was the second in a series of interactive, informational seminars conducted by Opus Partners. The session focused on how to develop sales strategies that will lead to business growth and on identifying specific tactics that will achieve success. A brainstorming session facilitated by Opus Partners executives David Leaver, president, and Virginia Steinberg, vice president, provided actionable steps for attendees to apply immediately to achieve their business goals in the coming year.

"Executives are under constant, unrelenting pressure to develop ways to generate revenue quickly," said Steinberg. "While sales are considered by many companies to be the engine that will drive this growth, the department is often ill-equipped to handle the myriad tasks required to succeed."

Steinberg added that the first seminar generated such a high level of interest that Opus Partners needed to conduct another to accommodate all the interested executives. Industries represented at the seminar included a technology services provider, a national financial services firm, a global investment advisory company, a regional marketing firm, two major legal firms representing the human resources and international business sectors, and a consumer services firm, among others.

"The information was valuable because of the level of expertise of the individuals participating in the seminar, as well as their candor in evaluating what had worked and what efforts had failed to produce desired results," said one attendee.

"The facilitated portion of the meeting was most helpful in providing immediate, tangible benefits to grow [my] business," said another executive.

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The event took place at Opus Partners' office in Mount Kisco, and featured a gourmet three-course meal prepared by Chef Andrew Selz, owner and founder of Culinary Home Education with Friends (C.H.E.F.). Selz also has created his own product line, available in NY-area specialty shops, and is a lecturing instructor at his alma mater, The Culinary Institute of America (CIA). Selz served as personal chef for President Clinton from 1993-94 at the annual Renaissance retreats in Hilton Head, SC. Recently, Selz appeared in his own show on the Food Network, supervising Navy chefs aboard the aircraft carrier *USS Stennis*.

Headquartered in Mount Kisco, NY, Opus Partners, Inc., is a boutique sales strategy firm that helps companies achieve sustainable growth. Since 1998, it has consistently and measurably improved the performance of organizations in key functional areas such as sales, business development, and marketing and sales alignment. The company offers solutions based on a wealth of specialized industry experience, providing actionable recommendations that have impact within 90 days of implementation.

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