



NextGen Marketing Group™ Launches Innovative On-Demand Marketing Solutions Business Model

Firm Now Offers Online Expert Marketing Support, Virtual Project Leadership for Clients, and New V-Market™ Catalog of Marketing Services

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IOWA CITY, Iowa – December 7, 2009 – Gregory S. Crosby, Founder/CEO of the NextGen Marketing Group™ announced today the nationwide launch of an innovative new business model providing businesses of all sizes and industries with easy and cost-effective access to world-class marketing expertise, turnkey creative marketing services, and new technology solutions for optimizing their marketing and sales efforts---available online and through new easy-to-use video/web conferencing tools.

The NextGen Braintrust™

Customers will work with the industry-specific marketing experts on the NextGen Braintrust™ team using live, desktop video/web conferencing platforms making it easy and cost-effective to receive marketing advice or project support. The NextGen Braintrust™ experts will be available for hourly consultations, project leadership or can be hired as interim or outsourced resources to drive successful marketing results---working virtually using these technologies or available to travel on-site to client locations as needed. Businesses will also be able buy memberships for pre-determined allocations of marketing support hours on a quarterly or annual basis.

The V-Market™

In addition to the NextGen Braintrust™ expertise, businesses can now shop the V-Market™ for a complete online catalog of innovative, creative Go-to-Market services ranging from traditional mediums such as advertising, direct marketing, public relations and web design—to new, emerging technology-centric marketing platforms such as mobile, digital display, interactive collateral, social media and video marketing services. All of these services can be obtained through the NextGen V-Market™ and also offered through any NextGen Braintrust™ executive.

Virtual Business Services

Finally, the NextGen Marketing Group™ is one of the first companies in the country to now offer businesses access to new and emerging Virtual Business Services---technology-based services which allow companies to reduce their marketing and sales

costs, improve operating efficiencies, and improve communications between corporate and remote marketing/sales teams, channel partners, and key customers. The company is introducing a series of Virtual Meeting platforms like those used within NextGen Marketing Group™ for simple and cost-effective desktop video/web/audio conferencing. These platforms make it easy for companies to stay connected to geographically dispersed resources, partners and customers. In addition, NextGen Marketing Group™ is launching the new online “NextGen On-Demand Applications” store---where businesses can obtain marketing/sales productivity applications for their business using a Software-as-a-Service (SaaS) platform. Customers will be able to pay affordable monthly fees to always have access to the latest and most advanced releases of critical applications and receive 24x7 help desk support.

“The introduction of these new on-demand marketing support and solutions capabilities is a watershed event in the marketing industry”, said Greg Crosby. “Traditional marketing consulting firms and advertising/marketing agencies have not changed their business models in a very long time. Most business executives are well aware of the inefficiencies, high cost, and frustrations that come along with hiring external marketing support. As former CMO’s, we believe it is time to change all of that---providing integrated marketing solutions with top talent---affordably. We believe it is the right time for a new business model that provides faster, better solutions to customers”.

For more information about NextGen Marketing Group™, visit www.nextgenmktg.com or call (877) 569-8436 (877-5-NXTGEN).

About NextGen Marketing Group™

The NextGen Marketing Group™ is an innovative, breakthrough national firm that provides marketing support and consulting resources coupled with a complete menu of the latest and most innovative marketing services available. Clients connect to the NextGen Marketing Group™ virtual network to work with resources via video/web conferencing that maximizes project efficiency, minimizes project cost, and matches up top marketing talent to their specific needs---breaking the mold of the traditional firms. On-site and face-face services are also provided.

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