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**Altreya Consulting Expands New Service Designed to Save
Manufacturing Jobs in New York**

“Imbedded” Sales and Marketing Function Opening New Markets and Customers

Rochester, N.Y. (June 25, 2008) — Altreya Consulting LLC, a business consulting company specializing in the design and implementation of organization transformation initiatives, has announced the expansion of its imbedded business development and marketing service for companies looking to quickly fill manufacturing capacity, generate incremental revenue and avoid reductions in their workforce.

According to Pablo Biggs, Managing Director of Altreya, “We help world class New York-based companies identify new customers for their component manufactured products, and in some cases, help companies leverage their core competence in manufacturing to produce products for an entirely different industry.”

Partner Peter Palermo II and founder of Altreya’s parent organization, Strategic Triangle, Inc., adds: “Many good paying skilled manufacturing jobs in New York State have been lost and continue to be lost as a result of increased global competition and the rapid development of ‘disruptive’ technologies that not only change the rules of the game, but in some cases, change the game itself. Our proven approach helps companies compete and succeed in the changing global marketplace.”

Altreya’s imbedded business development service enables clients to quickly and cost-effectively develop externally focused business-to-business sales and marketing functions complete with aggressive marketing and sales plans. Altreya also provides the expertise to create both brand

presence and awareness together with the identification of external customer targets. The entire process is focused on generating incremental revenue while significantly reducing startup costs and minimizing the learning curve risks associated with building an external sales and marketing organization. According to Biggs, “One of the unique features in Altreya’s approach is that we imbed an experienced externally focused marketing and sales team to enable the organization to continue to focus on its manufacturing operation core competence while we create and drive external sales.”

Biggs goes on to state: “The challenge for manufacturing companies has always been to keep the factory full to optimize costs. When the economy weakens, new ideas and approaches are needed to be successful. Companies that are vertically integrated or have only one or a few customers need to evaluate other opportunities to leverage their manufacturing expertise when traditional demand declines. We have found that our clients often manufacture components or finished products that are in demand in different markets or among non-traditional customers. We simply help our clients to quickly obtain the resources and expertise needed to take advantage of this demand by driving external sales so that they can avoid labor force reductions or other drastic actions to reduce costs.”

About Altreya Consulting LLC

Founded in 1994, Altreya Consulting LLC delivers a variety of strategic and process improvement business programs that include external sales and marketing initiatives, strategic and operational planning, strategic alliance and partnership planning, operational and productivity assessment, competitive intelligence assessment, customer satisfaction assessment, employee satisfaction assessment, sales force optimization, go-to-market planning and IP development and commercialization.

For more information on Altreya Consulting LLC please visit www.altreya-consulting.com. To schedule a meeting to address a particular business need please call 585.697.7700.

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