

NEWS RELEASE

For immediate release

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Editor note: Jeffery Joyner is available for commentary; please contact Mr. Joyner directly at abovementioned phone number and/or email.

The J Joyner Group Launches Sales Agency Powered by Tabs

DALLAS (November 06, 2006) – Consumer goods sales, marketing and merchandising experience coupled with analytics and management expertise can prove to be powerful. Founder and CEO of the J Joyner Group, Jeffery Joyner, is expanding his repertoire of products and services to include something that he feels has been lacking in the consumer goods industry – a combination of professional sales married to expert analytics wrapped up in one offering. The new entity is **The Joyner Sales Agency**. In many instances, sales organizations offer products with little analytical rationale or very general share and trend information. This does not aid buyers to make the best decisions. Merchants who already have NO TIME, are left to “figure it out” themselves. The Joyner Sales Agency, in conjunction with the TABS Group, will provide a continuum of services all designed to leverage high-value consulting against the goal of driving sales for manufacturers and retailers alike. Manufacturers will benefit as the Joyner Sales Agency deploys an arsenal of stand-alone and web-based analytics and planning tools to optimize the selling process. Retailers will enjoy a concise, fact-based approach intended to drive sales and profitability across the entire category, not solely the manufacturer’s brands.

Joyner, a nearly 30-year veteran in the CPG industry, has held multiple senior level positions in drug, grocery, mass and wholesale. He has also held the President and COO position at one of the more progressive trade organization, ECRM. However, it was while assisting the Tabs Group over the past two years that he immediately recognized the impact of combining the two organizations strong points. “I’ve been in our industry for nearly 30 years and have never encountered market intelligence and innovative solutions quite like we have at the TABS Group. For any merchant, the TABS Group offerings enable managing the business in an intelligent and scientific manner”, says Joyner. “Combining professional sales with expert analytics will allow buyers and sellers to get more done accurately and in far less time. Our work will absolutely provide for measurable productivity gains for both sides of the supply

chain. We are affordably bringing sales management and analytics expertise to the manufacturer segment that needs it most. What we are doing "will change the game forever"!

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Joyner and his group will "ADD SCIENCE TO THE ART OF SELLING." This is the mission for the newly formed Joyner Sales Agency. Their mission is to provide small to mid-size manufacturers a service they might not otherwise be able to afford. The expert team includes eight sales and analytics experts, with experience ranging from CEO-level to Director of Marketing at major CPG firms. Joining the sales organization full time is Jeff Elderton, a Partner at TABS and the head of their growing Retailer Analytics practice. Jeff Elderton will serve the new venture in the role of COO. Joyner states; "Having Jeff Elderton join our sales team is fantastic. Jeff has a unique manner about him that puts everyone at ease. He is an invaluable resource that will dramatically enhance our offering." The new Joyner Sales Agency will represent products to progressive retailers and arm those retailers with bulletproof analytics to back up all recommendations. This "Science" added to the "Art" that so many merchants possess will create explosive positive results at the shelf. "We are changing the game as it relates to professional selling and category management forever," notes Joyner.

For more information about the J Joyner Group Sales Agency, please contact Jeffery Joyner or Jeff Elderton using the contact information above.

Background:

Jeffery Joyner founded the J. Joyner Group after more than 25 years in the CPG industry. The J. Joyner Group provides consulting, marketing, training, sales and presentation expertise to the CPG industry. Prior to his current enterprise, he held senior level positions in, Mass, Drug, Wholesale, Food and Trade Associations. Notable was his 17-year stint at Eckerd Drug Stores and his role as President and COO at ECRM. The J Joyner Group and Joyner Sales Agency office in Dallas Texas.

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