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FOR IMMEDIATE RELEASE

TMG Inc. Announces "Retail Stimulus Package" Specifically for the Outdoor Industry

Weaverville, NC // May 8, 2008 TMG Inc., a key provider of growth-based retail strategies, today announced the offering of a much-needed "Retail Stimulus Package" specifically for the Outdoor Industry.

General retail across all industries is seeing the toughest times in over a decade. Although outdoor activities are generally more insulated from economic downturns, outdoor retailers are struggling like all retail to get the lift in their gross revenue for 2008. TMG has created a program to stimulate consumer spending with outdoor retailers. When the economy is sluggish there is less foot traffic and therefore it is imperative to create a customer experience that takes advantage of the opportunity with the existing traffic. TMG's "Retail Stimulus Package" is designed for that purpose.

TMG's retail sales history is based on 28 years of specialty retail experience. The principles have been thoroughly tested and provide a 17-24% increase in annual gross revenue. The "Retail Stimulus Package" is 2 days of enjoyable on-site staff development work, and a follow-up 2 weeks later. This package can be altered to work around a store's operational hours and will maximize existing product knowledge. Results will be seen the following day and the return on investment will be seen within 2-3 weeks.

The "Retail Stimulus Package" offers retailers:

- Instant growth in their topline revenue.
- The retail owner receives an ongoing process for managing and increasing productivity on the sales floor.
- New sales staff is professionally trained and their timeline to productivity condensed.
- Tenured staff receives a consistent, structured approach to quickly achieve higher commissions.
- Customers receive a comfortable experience that will bring them back and create loyalty.

"We've started to see some softening in the specialty outdoor market which most think of as recession proof," said Franco Zizzo, Senior Vice President for TMG Inc. "The fact is, as a retailer, you can never depend on a specific level of traffic coming into your store and now more than ever it is necessary to make the most of the precious few customers that choose to spend time in your store. It seems counterintuitive to spend money in a difficult economy but increasing the revenue per customer is the fastest way to stimulate sales."

About TMG Inc.

TMG Inc. is an independent firm that specializes in providing retailers results through the use of concise business methods. TMG is an Outdoor Foundation (Outdoor Industry Association) member and an accountable partner in revolutionary sales management training, strategic planning, programs that increase profitability, and human resource management. All of business methods have been used across many industries and have withstood years of refinement.

For more information about TMG please visit our new award-winning website www.manngroup.net or contact Cindy Hamilton at 828.230.0267, email chamilton@manngroup.net.