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## **FOR IMMEDIATE RELEASE**

### **TMG Inc. Announces Membership in Outdoor Industry Association**

Weaverville, NC // June 20, 2007 TMG, Inc. the only provider of results-based sales management training, today announced they have joined Outdoor Industry Association.

“We are delighted to be a member of such a strong organization and we bring a commitment to doing our part in helping to ensure the health of the outdoor industry,” said Dan Mann, Founding Partner of TMG, Inc. “To that point we have been able to increase the top line revenue of bicycle dealers by over 20% through our work in that industry. We are excited to bring our expertise to the outdoor industry.”

“OIA has a diverse membership made up of many vibrant companies that represent the outdoor industry,” said Ann Obenchain, VP of Member Services and Marketing for OIA. “We’re pleased to have TMG, Inc. on board as a new member; their commitment to OIA signifies the company’s strong interest in helping to ensure the growth and success of the outdoor industry.”

TMG provides the only outdoor industry specific sales training where clients have consistently shown double-digit sales growth the month following their training. Our standard training process works with retail sales personnel in a store over a 2-day period with light follow up that can be conducted by the store managers. The main benefit of the training is that it increases revenue without any investment in marketing and without increasing the traffic in the retail store.

#### **About TMG, Inc.**

TMG Inc. is an independent firm that specializes in providing retailers results through the use of concise business methods. TMG is a committed and accountable partner and has expertise in strategic planning, program design and implementation, marketing, facilitation, and sales manager training. All of business methods have been used across many industries.

For more information about TMG please visit our website [www.retailimprov.com](http://www.retailimprov.com) or [www.themanngroup.net](http://www.themanngroup.net), or contact Cindy Hamilton at 828.230.0267, email [chamilton@manngroup.net](mailto:chamilton@manngroup.net).