



## The Brand Equity Protection Company

### For Immediate Release

### **Anthony Miano Teams with Leading Strategic Brand Equity Protection Company As Executive Partner.**

**Ridgefield, Conn., (March 1, 2004)** – S. G. Hart & Associates, LLC, The Brand Equity Protection Company, announced today that Anthony M. Miano, President and Executive Director of Forward Thought Management, LLC, has teamed with S. G. Hart & Associates as Executive Partner in Ridgefield, Connecticut.

In this position, which is based in Ridgefield, CT, Miano will be responsible for the tactical and strategic implementation of brand equity protection and supply chain solutions for S. G. Hart & Associates' (S. G. Hart) global clients. In addition to his primary role, Miano will assist in new business development and expand S. G. Hart's body of brand equity protection thought leadership while assuming key managerial responsibilities.

“Anthony has a distinguished record of executing and designing supply chain solutions for a multitude of global companies during his long and successful career working with Fortune 500 companies. Anthony also brings deep knowledge about securing the supply chain for brand equity protection solutions based on his most recent experience”, says Stanley G. Hart, President and CEO of S. G. Hart. “Anthony's unique skill set in combining supply chain, corporate strategy, industrial marketing and brand equity protection will be a tremendous asset to S. G. Hart as we expand into our core markets.”

Commenting on teaming with S. G. Hart, Miano says, “the key to brand equity protection is knowing how to identify where potential threats exist, documenting weaknesses and bringing workable solutions that are compatible with supply chain execution systems. The foresight of S. G. Hart to the complexities of the expanded brand equity and security paradigms is what makes S. G. Hart unique in their comprehensive service offerings. Combining of our individual resources is a real win for current and future clients.”

Anthony has a BBA degree in Management Information Systems from Iona College in New Rochelle, N.Y., and a MBA from the University of Pittsburgh's Katz Graduate School of Business. Anthony maintains professional membership with the Council of Logistics Management, the American Management Association, the American Marketing Association and the American Production and Inventory Control Society. Anthony can be reached at 203-438-4300 or by email at [ammiano@sghartassociates.com](mailto:ammiano@sghartassociates.com).

- Continued -



## The Brand Equity Protection Company

S. G. Hart & Associates, LLC

March 1, 2004

Page 2

For more information about S. G Hart & Associates and the services they provide, visit their web site at [www.sghartassociates.com](http://www.sghartassociates.com) or email [info@sghartassociates.com](mailto:info@sghartassociates.com). You may also write to their new address at S. G Hart & Associates, LLC, 31 Bailey Avenue, Suite 5, Ridgefield, Connecticut 06877, call 203-438-4300 or fax 203-438-3222.

### **About S. G. Hart & Associates, LLC**

S. G. Hart & Associates, The Brand Equity Protection Company, is based in Ridgefield, Connecticut, USA. S. G. Hart & Associates is a brand equity protection and supply chain security consulting company. S. G. Hart helps global firms realize their full brand equity potential by supporting them in the development and implementation of strategies that protect their global supply chains from disruptions caused by product diversion, counterfeiting, theft and product tampering. The focus of the Ridgefield, Connecticut based company is on the global brand owner with an unparalleled commitment to protect the integrity of their brands because no two brand strategies or supply chains are alike.

- # # # -

#### Media Contact:

Director, Public Relations  
S. G. Hart & Associates, LLC  
31 Bailey Avenue, Suite 5  
Ridgefield, Connecticut 06877 USA  
Tel: 203-438-4300  
Fax: 203-438-3222  
Email: [PR@sghartassociates.com](mailto:PR@sghartassociates.com)