



The Brand Equity Protection Company™

For Immediate Release

**S. G. Hart & Associates Launches “Rapid Response”
As Part of its Portfolio of Brand Protection Services
To Prevent Counterfeiting and Diversion.**

Ridgefield, Conn., (October 18, 2005) – S.G. Hart & Associates, LLC, The Brand Equity Protection Company™, today announced the launch of the “Rapid Response” assessment program. Rapid Response is a condensed, cost effective program designed to provide brand owners with an immediate and actionable collection of brand protection strategies and options to address the global threat of counterfeiting and diversion.

Stanley G. Hart, President & CEO, of S.G. Hart & Associates, comments “Our newest professional service offering was developed in order to address the specific needs of our small and mid market clients. The perception is that counterfeiting and diversion is confined to the major brand companies. Sadly, this is not the case. Smaller brand owners face the same threats and challenges as the majors when they establish and grow their brands, especially into international markets.” Hart went onto say, “We listened to the needs of our smaller clients, who are much more nimble in terms of their organizational structure and do not require the protocols and formalities of larger organizations. This is the foundation for our ‘Rapid Response’ assessment program.”

For more information about Rapid Response and all of the other services offered by S. G. Hart & Associates, please call John Dunn at 203-438-4300. Or write to jdunn@sghartassociates.com.



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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 global brand protection consulting company helping clients develop and implement strategies that protect supply chains from the disruptions caused by counterfeiting, product diversion, tampering & theft. S. G. Hart & Associates ensures that the integrity of the firm's most valuable asset is secure, that the brand's ability to generate and preserve revenue is maximized and that effective controls are used to safeguard the branded asset against unauthorized or improper use.

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