



The Brand Equity Protection Company™

For Immediate Release

**S. G. Hart & Associates Announces the Publication
of the BrandEye Newsletter.**

Ridgefield, Conn., (August 2, 2004) – S. G. Hart & Associates, LLC, The Brand Equity Protection Company™, today announced the publication of its inaugural issue of the BrandEye newsletter, produced and distributed 6 times per year by S. G. Hart & Associates. BrandEye offers insight and information relevant to the brand equity protection professional concerned with counterfeiting and diversion. BrandEye is a free publication designed for electronic distribution to registered subscribers. To begin a free subscription to BrandEye, key decision makers are encouraged to visit www.sghartassociates.com/brandeye.

Speaking today about BrandEye, Stanley G. Hart, President & CEO of S. G. Hart & Associates, says, “the inspiration for BrandEye was the need for a single source, concise document that delivered relevant brand equity protection news and information covering a host of topics, independent of advertisers or outside sponsors”. Hart continued, “by offering BrandEye as an objective tool for independent guidance, senior management will realize the untapped market opportunity that is capable of becoming a long term revenue enhancer and not a short term cost center.” The inaugural issue of BrandEye has been sent to a select list of pre-qualified executives identified as key brand equity protection leaders within their organizations. BrandEye is designed to be a compelling read for these decision makers.

The first issue of BrandEye includes two feature articles, “Building a Brand Equity Protection Program” and the first in a series of articles discussing RFID (Radio Frequency Identification) called “RFID – What’s the Real Scoop!” Permanent sections to the newsletter include “Facts & Figures”, “Law and Government”, and “Highlights from the Press”.

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 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.



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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.

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