



The Brand Equity Protection Company

For Immediate Release

Leading Strategic Brand Equity Protection Company Opens World-Wide Headquarters

Ridgefield, Conn., (April 29, 2004) – S. G. Hart & Associates, LLC, The Brand Equity Protection Company, officially celebrated the opening of its new world headquarters in Ridgefield, Connecticut on April 29, 2004.

S. G. Hart & Associates (S. G. Hart), a strategic brand equity protection and supply chain security consulting company, opened its new world headquarters at 31 Bailey Avenue, Suite 5 in Ridgefield, Connecticut today. Speaking with a significant amount of enthusiasm Stanley G. Hart, President and Chief Executive Officer of S. G. Hart, told attendees at the grand opening luncheon, “This is a great day for S. G. Hart & Associates. Transitioning to our new space in the heart of Ridgefield represents another key affirmation of our business strategy and provides the enhanced physical location we need to penetrate into our core markets”.

S. G. Hart & Associates is focused on the global brand owner with unparalleled commitment to protect the integrity of their brands because no two brand strategies or supply chains are alike. S. G. Hart & Associates helps firms realize their full brand equity protection potential by supporting their clients in the development and implementation of strategies that protect global supply chains from disruptions caused by product diversion, counterfeiting, theft and product tampering.

“Today, critical mass has been reached to secure the global supply chain from all potential threats. Corporate management is seeking knowledgeable professionals like us who can help design programs to recapture lost revenue from the unscrupulous industrialist”, Hart told the group in attendance.

For more information about S. G Hart & Associates and the services they provide, visit their web site at www.sghartassociates.com or email 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.

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S. G. Hart & Associates, LLC

April 29, 2004

Page 2

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.

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