

## **Press Release**

### **For Immediate Release**

**Toronto, September 8th, 2008**

#### **GEM-UP CONSULTING and MARKETING2GROW Announce Strategic Partnership Combining Technology and Software Engineering Expertise and Customer Centric Marketing Intelligence**

GEM-UP Consulting Inc. and Marketing2Grow are pleased to announce they have entered in a non exclusive partnership. The two companies have agreed to join forces and resources to offer their customers the best possible solutions when it comes to combining Customer Centric Marketing with innovative technology solutions.

"This partnership will enhance the value that both companies are offering to their clients" said Stephan Serwe, Founder and Principal of Marketing2Grow. "Today we are addressing the 3rd generation of marketing. With Marketing 3.0™, Marketing2Grow offers a methodology that puts the customer at the center of the marketing strategy. Effectively reaching the right customers also means being able to use the right technology solutions to offer a superior customer experience online. This is where GEM-UP will play a major role within Marketing2Grow's Customer Centric Marketing services offering."

"This partnership with Marketing2Grow will allow us to combine GEM-UP's technology and software engineering expertise and Marketing2Grow's marketing intelligence" said Emmanuel Gonnet, President and CEO of GEM-UP CONSULTING. "Our clients will benefit from a perfect alignment between their business strategy and their IT/Web capability. Marketing2Grow will allow us to provide a consistent, end-to-end package, this is a major competitive advantage. "

With Marketing 3.0™, Marketing2Grow offers a marketing methodology that helps companies evolve from the classic 4 P's ( Product, Price, Promotion, Place) to the 4 R's of today's Customer Centric Marketing principles (Right Target, Right Solution, Right Message, Right Place). Effectively reaching the right customers has become ever so important in today's economy. The marketing ecosystem has changed. Customers and consumers have evolved. Marketing strategies must adapt to the new expectations, behavior and attitudes of today's and tomorrow's buying decision makers by satisfying their needs with a tailored solution, communicated in a way and at a time and place acceptable to the customer to enhance acceptance, adoption, comprehension, retention and purchase transformation.

GEM-UP CONSULTING specializes in helping organizations maximize the value of their IT investment. With Emerald Efficiency Consulting™ GEM-UP addresses all facets of IT, including IT strategy, web and data strategy, delivery strategy, talent acquisition/retention and software development capability. Successful and modern organizations will invest in process automation, e-business excellence and quality, with a particular attention to their process, tools and people. Operational excellence delivers peace of mind and frees up resources for innovations.

**About GEM-UP Consulting Inc:** Based in Toronto, Ontario, GEM-UP Consulting provides management consulting to companies for which software acquisition, software development, software maintenance and software implementation are critical aspects of their business. GEM-UP Consulting core service is Efficiency Consulting through Appraisals and Management Consulting.

**About Marketing2Grow Consulting Services:** Marketing 2Grow is a Marketing and Development Consulting practice, based in Mississauga, Ontario, offering a range of marketing consulting services with a Customer Centric Marketing focus on a strategic, organizational and operational level, as well as on a global scope.

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EFFECTIVELY REACHING THE RIGHT CUSTOMERS

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Right Target – Right Solution – Right Message - Right Place

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