

FOR IMMEDIATE RELEASE

CLAREO PARTNERS, TRANSTECH USA JOIN FORCES TO DRIVE INNOVATION STRATEGY

Alliance to reinforce Innovation and Commercialization Capabilities

CHICAGO, IL. USA – (March 22, 2007) – Chicago, Illinois-headquartered Clareo Partners announced a strategic alliance with Denver-based TransTech USA. The combination broadens services and reinforces each firm's position as thought leaders in innovation and commercialization.

"Our expertise is complementary. Clareo is recognized for advanced work in innovation strategy and unique methodologies such as the Innovation Radar™ and the Ecosystem Analysis," said Allan Platt, partner and co-founder of Clareo Partners. "TransTech provides expertise that helps firms develop the organizational capabilities to support sustainable innovation and has developed several unique methodologies such as Power UP to Market™. Together we can offer a comprehensive set of services that benefit our clients."

A provider of innovation and strategy consulting services, Clareo brings together business experts, technologists and academic thought leaders to create breakout strategies for leading multi-national corporations. TransTech is a corporate advisory firm founded by former technology executive, Peter Bryant, it provides a range of services focused on improving an organization's performance in the areas of product commercialization and business and innovation strategy.

"We are delighted with this partnership – it will undoubtedly broaden the scope of services provided to our clients to accelerate their innovation and commercialization capabilities," said Bryant of TransTech USA. "In addition, the combination will drive thought leadership to a new level."

MORE ABOUT CLAREO PARTNERS

Clareo Partners Inc. (www.clareopartners.com), is a privately held strategy and innovation consulting services firm. Clareo blends practical experience with academic research to help companies achieve sustainable, successful business innovation. The Clareo's mission is to apply fresh thinking and proprietary tools to shape business innovation in terms of complete business systems.

MORE ABOUT TRANSTECH USA

TransTech USA (www.transtechusa.com), is a privately funded corporate advisory firm that provides services and programs that improve an organization's product commercialization, business and innovation strategy performance.

The ultimate goal is to maximize a company's value and extend its competitive advantage.

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