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Founders of Washington, DC consulting firm launch Markstein Consulting, LLC in Birmingham, Alabama

Birmingham, Alabama – January 23, 2006 – The founders of The Strategyst Group, LLC, a Washington, DC based management consulting firm, today announce the launch of Markstein Consulting, LLC (www.marksteinconsulting.com) headquartered in Birmingham, Alabama. Markstein Consulting is a management consulting firm that is focused on helping companies transform their business challenges into strategic opportunities. The firm is located in the Financial Center at 505 20th Street North, and serves businesses nationwide.

Markstein Consulting offers its clients a balance of strategic management counsel and tactical collaboration through onsite support services, project-based engagements, and full service retainers. The firm's integrated services comprise four practice areas, including corporate strategy, operational effectiveness, organizational dynamics, and marketing and communications.

Corporate Strategy: Markstein Consulting provides companies with precise points of reference, structure, and insight into strategic initiatives, aligning business goals with executable strategies;

Operational Effectiveness: Markstein Consulting assesses key processes and identifies strategic changes that optimize efficiency, performance, and resource allocation;

Organizational Dynamics: Markstein Consulting offers a systematic methodology for aligning the behavior and activities of people, teams, and groups to a company's strategic objectives; and

Marketing & Communications: Markstein Consulting integrates marketing and communications activities into a company's comprehensive strategic agenda, leading

to stronger brand value, more effective outreach practices, and increased buy-in and support from target markets.

“We are honored to be a part of Birmingham’s fine business community,” said Daniel H. Markstein, IV, Managing Director. “Business initiation and expansion in this city is at a critical point at this time. We are proud to offer services that positively impact our clients’ long-term success and, locally, will contribute to the ongoing development of Birmingham’s evolving business landscape.”

About Markstein Consulting

Markstein Consulting, LLC is a management consulting firm that provides strategically integrated services that enable companies to transform their critical challenges into operational advantages. Markstein Consulting is a limited liability company based in Birmingham, Alabama serving companies nationwide. For more information, visit www.marksteinconsulting.com.