



The Product Marketing & Product Management Experts™

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Press Release Template

This file is part of the 280 Group Product Review Program Toolkit™, which includes templates and training to teach you how to get the best possible reviews for your product.

Also included in the toolkit are the following files:

1.) A narrated presentation to teach you how to run a review program

2.) Templates:

- Reviewer's Guide
- Product Review Program Plan
- Competitive Product Comparison
- Reviewer's Kit Cover Letter
- Roles & Responsibilities Matrix
- Reviewer Tracking Database
- Product Review Program NDA
- Product Review Program FAQ
- Press Release Background Document
- Press Release
- Press & Reviewer Kit Checklist
- Company Backgrounder
- Competitive Product Comparison
- Press Presentation
- Analyst Presentation

3.) Samples:

- 4 Reviewer's Guides
- Press Release
- Testimonials & Success Stories
- Screen Shots
- Competitive Comparison

4.) Guidelines:

- How to Write Features and Benefits
- Press Release Guidelines
- Press & Analyst Launch Timeline

For more information or to order the Product Review Toolkit go to:

www.280group.com/reviewersguidetemplate.htm

FOR IMMEDIATE RELEASE...

Marketing is Now Officially in the Bag!

Brooklyn, New York – [February 4, 2008] – [www.TheSampleBag](http://www.TheSampleBag.com) adds a twist on direct marketing including a brand new business opportunity!

The Sample Bag and its owners, Ellen Levinas, of www.howtoguide.us, and Renee Brown of www.womensavenue.com is now including a newly implemented business opportunity which is a tri-fold of direct marketing and advertising at its best! The Sample Bag was created with the entrepreneur and consumer in mind, where individuals send in nicely sized samples and multiple offerings from other businesses that they are representing while obtaining spectacular advertising in the bag that will go out to consumers for one very low fee. Consumers benefit by getting a bag with multiple items in it from companies they might know, but also companies they never knew existed. The Sample Bag and its owners decided to take this even one step further and is now offering a business opportunity where their representatives now receive a commission on bags sold, and many perks to help them along, including marketing materials, bonuses, contests and more!

To put it mildly the representatives of The Sample Bag gain a tremendous amount of advertising and marketing by being in the bag, being listed on the site, all while earning commission and bonuses at the same time. “As our site gained tremendous popularity since its launch in January, it became apparent to us that everyone could benefit even further by offering a wonderful business opportunity, and marketing and advertising all at the same time.” Ellen said. “Consumers have no idea at what a great deal they are getting as well, as each bag is filled to the top with wonderful items that they can use for themselves, give away as gifts, etc. It is a super value for one very low fee, where everyone is extremely happy!” Ellen Levinas, Co-owner, www.thesamplebag.com

Bags are on sale all month long, but the first Sample Bag sale begins on February 7, 2008. The opportunity is there for anyone to pursue. Thus the more samples a person sends in the more bags they will be in, and the more bags a person sells the more money they will make. However, the consumer also benefits greatly as they will never get a bag full of items like this one, for one extremely low fee! It really is “All in the Bag!” For additional information please visit: www.TheSampleBag.com

Founded in 2008, The Sample Bag is dedicated to marketing and advertising at its best, as well as customer service and guaranteed delivery of a super Sample Bags to its consumers. More information about The Sample Bag can be found at www.thesamplebag.com .

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