

Press Release

Contact: Charlie Wallace
Phone: 831-476-5643
e-mail: cwallace@corestrategies.com

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**CORE STRATEGIES BECOMES FIRST AUTHORIZED PROVIDER OF THE
ROUTES TO MARKET - CHANNEL ADVANTAGE WORKSHOPS FOR
OGILVYONE WORLDWIDE**

Irvine, California – November 15, 2004– Core Strategies today announced that the company has been named an authorized provider of the successful OgilvyOne Worldwide *Routes to Market (RTM)* – *Channel Advantage* workshops for technology vendors and their key Channel Partners.

For over four years, OgilvyOne Worldwide has been delivering the dynamic RTM workshops for IBM and its top distributor and channel partners. The two-day workshop was designed by OgilvyOne to help IBM and its key partners optimize both internal and external sales and marketing resources to work more efficiently and to achieve higher levels of sales and profits with their solution portfolio.

Now, for the first time in the U.S., OgilvyOne has authorized an independent consulting firm to deliver the results-oriented workshops to other IT vendors and their channel partners. “Core Strategies is very proud to be recognized as one of the top channel focused consulting firms in the U.S. The RTM workshops will become a central component of the Core Strategies portfolio,” according to Core Strategies Vice President and Senior Partner, Charlie Wallace.

Dhun Zwirble, OgilvyOne’s Senior Partner and Executive Director of the Routes to Market practice said, “We look forward to a successful partnership with Core Strategies. Both Charlie Wallace and John Spensieri are long-time channel executives with decades of experience and expertise. We feel certain that the RTM offering is in good hands with Core Strategies.”

Deployed with hundred of clients globally, businesses have realized incremental revenues and profits that are directly attributable to implementing the RTM strategy recommendations.

The core of the RTM offering is a facilitated workshop that utilizes qualitative and quantitative tools to analyze every aspect of the relationship between a vendor and a channel partner. Workshops are conducted one-to-one between the vendor and a key partner and examines business objectives for each partner as well as for the alliance. Resources and financial goals are examined and a step-by-step action plan is created to drive the business forward and to create incremental revenue and profit.

About Core Strategies

Since 1995, Core Strategies has been providing innovative and cost-effective business and channel services to Fortune 500 and start-up companies in the software, hardware and services markets.

Knowing how to target the best customers - whether directly or through a committed, enthusiastic distribution channel - is the key to generating profitable revenue in the technology industry. By leveraging their extensive experience in both direct marketing and in global business and channel development, Core Strategies helps companies focus on the best customers and prospects in our industry's hottest growth markets.

Core Strategies' Partners have experience at companies like U.S. Robotics, CompUSA, IBM, Seagate, Borland, Hitachi Data Systems and Anderson Consulting. The team has over 100 years combined experience in distribution, Fortune 500 and start-up companies. From supply-chain and sales to marketing and channel development, each member of the Core team contributes a unique set of perspectives and experiences that can be leveraged to help companies "Move the Meter" by creating and implementing winning strategies, new alliances and masterful implementation and metrics.

For more information, contact Charlie Wallace at 831-476-5643 or visit the Core Strategies website at www.corestrategies.com

About OgilvyOne Worldwide

OgilvyOne worldwide delivers the art and science of effective one-to-one marketing. We are the strongest, most experienced and most highly awarded one-to-one marketing network in the world, with 115 offices in 56 countries. Our roster of clients is split between global clients including American Express, Cisco, Coca-Cola Company, GlaxoSmithKline, IBM, Nestle, SAP and Unilever, and leading clients in our local markets. OgilvyOne worldwide is a unit of Ogilvy & Mather Worldwide, which is part of the WPP Group plc (NASDAQ: WPPGY), one of the world's largest communications services groups.