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For Release on February 5, 2003

Growing Southwest Branch Of National Business Development Training Firm Adds Senior Staff

Mastering Business Development, Inc. (MBDⁱ), a national business development training and consulting firm, announced the appointment of Geoffrey Swett as president of the Southwest Regional Office in Tucson. Swett was formerly Vice-President of Business Development and Marketing for RETEC, a national environmental services firm.

Bill Scheessele, President and CEO, said, "Swett brings over 30 years of expertise to our operation. Together with our December 2002 senior hire, Julie McCoy, the Tucson office is fully capable of assisting our clients in the Western United States." Scheessele went on to state; "We are very pleased by Arizona's reception to our proprietary business development process. We have already been commissioned by aerospace, IT and manufacturing firms to assist in helping these companies grow."

Swett said, "I am really pleased to be affiliated with MBDⁱ. This position provides me to a great opportunity to assist Arizona and Southern California technology firms prosper in this tough economic environment."

MBDⁱ has been providing business development training and consulting services for more than 23 years. It specializes in transformational learning experiences for business development professionals dealing with services or goods with high intangible and/or intellectual value. For more information, go to www.mbd.com.

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