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Endeavor

FOR IMMEDIATE RELEASE

Growing Despite The Recession: Endeavor and Gelb Announce Merger

January 19, 2012: Endeavor Management and Gelb Consulting Group announce today that they completed a merger agreement. Endeavor Management, a management consulting firm, will add Gelb's strategic marketing, brand equity, and market performance measurement that continues to enhance their strategic transformation capabilities. Together, the combined resources support clients' goals with a comprehensive approach for growth and sustainability.

When describing the significance of the merger, Bill Nash, President and CEO of Endeavor Management, commented, "We routinely get requests from clients looking for ways to improve their communications effectiveness and market impact. Our newly combined capabilities give us the unique ability to assist our clients in successfully realizing even more significant business value from the design and implementation of their critical strategic business initiatives."

Endeavor Management and Gelb are both rapidly rising stars. Each firm has grown their client bases significantly, despite the economic downturn. The firms will continue to hire professionals in 2012. Gelb has grown, over a 46-year history, from a strong regional marketing consulting firm to one with national prominence. Endeavor has grown from its genesis to over 50 Fortune 1000 clients in just three years.

"Maersk Oil is growing its business significantly in the US at a time where new work processes are being implemented. With Endeavor's help we made this transition successful," says Bruce Laws, President, Maersk Oil – Americas.

With expanded resources in performance measurement and marketing strategy, Endeavor and Gelb now offer a complete set of strategic consulting skills to address key client issues from market expansion to operational excellence. John McKeever, former President of Gelb Consulting, says, "This merger offers the opportunity for our clients to receive support beyond research and strategy development into implementation. We are excited by the positive responses from our clients who already value our research-driven strategy development - we now provide more implementation support."

"There's no doubt that our marketing function is stronger as a consequence of the merger. Having this large and seasoned team to help us design and execute strategy enables us to do more great things. We are excited to have such a great team

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of professionals and more solutions available to us," said Alicia Jansen, Associate Vice President of Marketing, MD Anderson Cancer Center.

Setting a new standard of accountability for results, the combination of Gelb and Endeavor presents a clear opportunity for client success. "Endeavor's approach to understanding and providing solutions to key strategic, technical and organizational issues while working directly with our leadership team, was an essential element in the positive response we have had from our shareholders over the past year, where we are gaining back our reputation of delivering on our promises" Manuel Pablo Zúñiga Pflücker, CEO of BPZ.

In 2012, the Gelb brand will continue to reflect excellence in healthcare brand and experience management, expert witness testimony for trademarks and trade dress, and marketing research.

ABOUT ENDEAVOR MANAGEMENT

Endeavor Management, is an international management consulting firm that collaboratively works with their clients to achieve greater value from their transformational business initiatives. Endeavor serves as a catalyst by providing pragmatic methodologies and industry expertise in Transformational Strategies, Operational Excellence, Organizational Effectiveness, and Transformational Leadership Development. Endeavor's clients span the globe and are typically leaders in their industry. For more information, visit www.endeavormgmt.com.

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