

President of Cool & Associates to speak at the 2006 International Directory Assistance/Enquiry Event sponsored by The Pierz Group

October 20, 2006 Waterford— Joseph P. Cool, President and Founder of Cool & Associates Inc., a Waterford Township-based domestic/international business development company will speak at The Pierz Group 2006 DA/DQ Event entitled “Shifting Your Information Services Offerings into OVERDRIVE” to be held on 1-3 November 2006 at The Marriott Centerpoint in Pontiac, MI. Cool’s presentation is entitled “Niche Markets: Targeting High-Value Market Segments” and will address the marketing/selling of DA/DQ Services in the global marketplace. Cool will utilize one of the principles of TRIZ (a Russian acronym for The Theory of Inventive Problem Solving) and specifically, The Four Periods of the System as described by author Genrich Altshuller in the book “And Suddenly the Inventor Appeared” to develop a workable technique for the identification of “niche” markets for the information services market sector.

Kathleen A. Pierz, Managing Partner of The Pierz Group said “While not always top of mind for most consumers, the information services market is changing the way people communicate. I am excited about the fact that industry leaders from around the world will be joining us in Pontiac to get the 411 on 411 and discuss a range of relevant topics including innovative new technologies, consumer privacy and the new free directory assistance services.” Cool said “With the rapid development of services-oriented industries in SE Michigan, I strongly feel that alternative methods must be developed and utilized which are not based on conventional methods of marketing/selling manufactured products”. Cool was also a Presenter at the 7th International Conference on TRIZ Studies which was held in Brighton, MI in April 2005. His paper titled “Marketing TRIZ in the Global Marketplace: A Primer” was subsequently published in the International TRIZ Journal in July, 2005.

The Pierz Group, LLC is a Clarkston, Michigan based analyst firm specializing in the information services industry. As the only firm exclusively focused on this niche within the telecommunications industry, The Pierz Group provides a steady source of high value, information through regularly published reports and forecasts, custom consulting services and specialized conferences. The Pierz Group works with customers worldwide to provide them with essential information on the directory assistance/enquiry services, database management, consumer privacy, the emergence of new media, evolving technologies and regulatory changes around the world. For more information, contact The Pierz Group by phone at 248.922.1501 or visit www.pierzgroup.com.

Cool & Associates, Inc. founded in September, 2003 is a Waterford Township-based consulting company that specializes in assisting individuals and small to medium size companies in their introduction/expansion into the global marketplace using synergistic market analysis. Having successfully worked in 54 countries in the Telecommunications Industry (commercial and military) with exposure to virtually every culture in the world,

Cool conducts educational programs, speaking engagements and business planning functions. Cool & Associates is also a member of the Multicultural Business Council, Multicultural Community Partnership, Arab Community Center (ACCESS), Arab-American National Museum, Council of Asian Pacific Americans, Mexican Mutual Society, Altshuller Institute for TRIZ Studies, the Peer Resources Network, an international coaching/mentoring organization based in Vancouver, BC and several Veterans organizations. For more information contact Joseph P. Cool at 248-683 1130, jcool@cool-associates.com or www.cool-associates.com

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