



FOR IMMEDIATE RELEASE

CONTACT:

Michael McMullan
Berns Communications Group, LLC
(212) 994-4660

David Schutzman
Chief Marketing Officer
Archstone Consulting
(203) 940-8221

**ARCHSTONE CONSULTING ANNOUNCES LAUNCH
OF NEW CORPORATE WEBSITE**

STAMFORD, CT / August 14, 2007 – Archstone Consulting, a leading Strategy, Operations, CFO Advisory, and Brand Innovation management consulting firm, today announced the launch of its new corporate website, www.archstoneconsulting.com. The new site will provide state-of-the-art navigation capabilities, improved usability, and continuous user access to a broad variety of issue and trend-driven content pertaining to Archstone Consulting’s services and industries, as well as video podcasting showcasing the firm’s thought leaders.

The newly-designed website will detail the company’s expanding suite of service offerings to its clients including CFO advisory, operations, IT and outsourcing advisory, procurement and HR transformation. Furthermore, the website will highlight Archstone Consulting’s new Strategy and Change practice, which helps clients become industry leaders through cutting edge strategic advice including brand strategy, growth and innovation, corporate strategy and strategic planning, organizational effectiveness and pre and post-merger integration services.

“We are very excited to build upon our growth and brand momentum with the launch of our new company website,” said Todd Lavieri, president and CEO of Archstone Consulting. “This site represents our diversified service offerings as well as the entrepreneurial-driven qualities of our firm, and showcases the collective and individual talents of our consultants which helps differentiate us in the marketplace.”

Lavieri adds: “As we celebrate our fourth year in business, we are proud to have quadrupled in size to more than 250 employees worldwide with expected sales of over \$72 million in 2007. The foundation of our success continues to be doing great work that has created sustainable value in our clients, which is why they come to us and why they stay with us.”

“We designed the site so that visitors can get a thorough sense of the collaborative spirit and reputation of our people,” said David Schutzman, chief marketing officer of Archstone Consulting. “The site’s use of video podcasts is a competitive differentiator that will allow clients, prospective clients and recruits to see and hear directly from our practice leaders and subject matter experts on a number of key business issues impacting companies. The podcasts will also help our recruiting efforts by providing candidates with important information on the recruitment process and our company’s culture.”

Visitors to the new website will also be able to view up-to-the-minute news on Archstone Consulting, white papers on important industry topics, and case studies. An electronic press kit is also readily available for an in-depth overview of the firm.

About Archstone Consulting

Archstone Consulting is a leading independent Strategy, Operations, CFO Advisory and Brand Innovation management consultancy, specializing in delivering strategic, operational, IT and CFO advisory services to the consumer products, retail, life sciences, manufacturing, and services sectors. Archstone Consulting offers experienced support, efficient execution and measurable results. Complementing this industry expertise is The Hazelton Group, one of the Archstone Consulting companies. The Hazelton Group is a leading, research-based brand innovation firm, specializing in growth through new product innovation, brand positioning and rejuvenation and global brand development. Headquartered in Stamford, Connecticut, Archstone Consulting has offices in Amsterdam, Chicago, London, New York, San Francisco and Toronto. For additional information, please visit the company's website at www.archstoneconsulting.com.

#