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FOR IMMEDIATE RELEASE

**ARCHSTONE CONSULTING EXPANDS CONSUMER PACKAGED GOODS
LEADERSHIP TEAM**

Names Former Booz Allen Hamilton Partner to Co-Lead Consumer Packaged Goods Practice

STAMFORD, CT – June 22, 2004 – Archstone Consulting, a firm focused on delivering independent, strategic advice and operational results, today announced that it has named former Booz Allen Hamilton Partner David A. Kantor as a principal of the firm. Mr. Kantor will join David Sievers in heading up Archstone Consulting’s Consumer Packaged Goods (CPG) Strategy Practice. His addition further enhances Archstone Consulting’s CPG practice’s ability to deliver high value industry relevant services, including strategy development, organization design, customer and consumer management, pricing and trade spend effectiveness.

Mr. Kantor, who most recently led Booz Allen Hamilton’s Consumer Goods Industry practice in Chicago, joins Archstone Consulting with more than 20 years of consulting expertise in the CPG industry. During his tenure at Booz Allen Hamilton, he provided senior-level counseling to leading manufacturers, distributors and retailers in the food and beverage, food ingredients, foodservice, household products, personal care, and health and beauty sectors. He has also consulted in other allied industry sectors, including food commodities and agribusiness.

“As our consumer packaged goods practice continues to experience rapid growth, we are pleased to welcome David to our CPG practice team,” commented Todd Lavieri, Chief Executive Officer and President. “His deep expertise in counseling senior-level executives across all sectors of the consumer packaged goods industry will add significant value to Archstone Consulting’s suite of high value added management consulting services.”

“I am extremely excited about joining Archstone Consulting’s execution-oriented firm,” said Mr. Kantor. “I look forward to working with the consumer packaged goods team to provide strategic and actionable advice that delivers measurable results for our clients.”

Prior to his 20-year tenure at Booz Allen Hamilton, Mr. Kantor served as a practicing attorney, primarily in corporate law.

About Archstone Consulting

Archstone Consulting is an independent business strategy and operations consulting firm. Focusing on innovation, growth and value, Archstone Consulting's expertise includes business and marketing strategy, organizational effectiveness, supply chain management, sourcing and procurement, and IT strategy. Headquartered in Stamford, Connecticut, the company has offices in New York, Chicago and San Francisco. For additional information, please visit the company's web site at www.archstoneconsulting.com.

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