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21% of Bay Area Manufacturers Project Sales Increases in 2009

Danville, California 1/20/09: Fully 21% or about one (1) out of five (5) Bay Area manufacturers project sales increases in 2009. One-third believes sales will decrease and 46 percent believe it will remain about the same according to a survey of 178 manufacturers in the San Francisco Bay Area*. This survey was conducted by Market Development Group, Inc. (MDG), a marketing and sales consulting firm that provides business growth solutions.

According to Eric Wiedenmann, President of MDG, the manufacturers who expected their sales to grow attributed this to new, innovative products or being well positioned in growth areas such as medical devices and security. Mr. Wiedenmann noted “In rough economies like this one, even well positioned companies need to pay close attention to their sales and marketing plans. For most manufacturers, the best way to ensure stable or growing sales is to invest in marketing. Too many companies cut back in these areas, when the economy turns down, and these are the very areas most in need of investment.”

MDG interviewed 178 manufacturers about their projected 2009 sales revenue compared to 2008. The table below summarizes the results of the San Francisco Bay Area Manufacturers 2009 Sales Revenue Forecast:

**MDG SAN FRANCISCO/SAN JOSE/OAKLAND METRO AREA
MANUFACTURERS SURVEY SUMMARY**

<u>2009 Forecast</u>	<u>Number</u>	<u>%</u>
Sales revenue will increase	37	21
Sales revenue will remain the same	83	46
Sales revenue will decrease	<u>58</u>	<u>33</u>
Total	178	100

If you would like to receive a complimentary Executive Summary of the report, please call or e-mail Eric Wiedenmann at MDG @ 925.648.0680 or ericw@marketdevelopment.net.

*Manufacturers with 20 or more employees interviewed by phone between December 15, 2008 and January 5, 2009.

About Market Development Group, Inc. (MDG): Founded in 1997, MDG provides high impact sales and profit growth solutions in challenging economic environments. MDG is located at 9000 Crow Canyon Road, Suite S, Danville, CA 94506.