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**FOR IMMEDIATE RELEASE**

**ARCHSTONE CONSULTING REACHES GLOBAL ALLIANCE  
AGREEMENT WITH LG CNS/ENTRUE CONSULTING PARTNERS  
TO CO-MARKET SERVICES IN ASIA**

**STAMFORD, CT – October 17, 2007** – [Archstone Consulting](#), a leading U.S.-based Strategy & Change, Operations, and CFO Advisory management consultancy, and Korea-based LG CNS’ consulting arm, Entrue Consulting Partners, today announced that they have reached a strategic, global alliance agreement to co-market each other’s consulting services and respective area expertise.

Through this partnership with Entrue Consulting Partners, Korea’s leading information technology service provider, Archstone Consulting will provide potential clients with its expertise in Supply Chain Management and IT Strategy as well as Entrue’s industry leading expertise in information technology services.

“We are excited to announce our new relationship with LG CNS/Entrue Consulting Partners and look forward to demonstrating our collective expertise through the power of our combined complimentary services,” said Eric Schlumpf, a Principal and High Tech Manufacturing leader at Archstone Consulting. “We believe that Archstone Consulting’s established service lines, particularly in the area of Supply Chain Services and IT Strategy, and our reputation for delivering on our client’s expectations, are key building blocks for our new relationship with Entrue that will meet client needs in both the U.S. and Asian markets.”

“By leveraging the strategic alliance with Archstone Consulting, LG CNS/Entrue Consulting Partners will be a thought leader providing comprehensive consulting services including strategy consulting and operation consulting as well as IT consulting,” said Sungwan Hong, a Vice President and leader of LG CNS/Entrue Consulting. “Entrue Consulting Partners was already recognized as a top consulting firm in the Korean market, and we look forward to LG CNS/Entrue Consulting Partners and Archstone Consulting establishing a strong market presence in APAC market.”

According to Archstone Consulting’s President and CEO, Todd D. Lavieri, “The agreement with LG CNS/Entrue Consulting signifies another milestone for Archstone Consulting as part of our global strategy to extend our industries and service offerings to potential clients in the Asia/Pacific market. We are thrilled to partner with an established leader and pleased that Entrue has recognized our firm as a best-in-class global consulting company.”

### **About Archstone Consulting**

Archstone Consulting is a leading independent Strategy, Operations, CFO Advisory and Brand Innovation management consultancy, specializing in delivering strategic, operational and IT 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, an Archstone Consulting company. 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 new website at [www.archstoneconsulting.com](http://www.archstoneconsulting.com).

### **About LG CNS/Entru Consulting Partners**

LG CNS provides total information technology services including consulting, solutions, systems and networks to global customers. LG CNS currently has the largest market share in the Korean IT service market. Entru Consulting Partners has accomplished over 2,000 projects for 15 years since 1991. Entru has contributed to the business success of customers, such as LG Electronics and LG Philips LCD, which makes Entru keep close relationship with customers. Not limited to LG sister companies, Entru has provided consulting services to government agencies, such as the Supreme Court and the NTS(National Tax Service), and financial firms, such as Shinhan Financial Group, Kyobo Life. Entru offers a wide range of services, covering from pure strategic area, such as enterprise vision, long-term strategy and operation strategy planning, to operation innovation, IT consulting and strategic outsourcing.

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