



CREATIVE GROWTH GROUP AND ABSA LAUNCH CLIENT ADVISOR AWARDS

Nominees Sought for Atlanta's First Awards Honoring Outstanding Professionalism in the Relationships between Professional Services Firms and their Clients.

Atlanta, GA. (June 14, 2006) – Creative Growth Group, Inc., the Southeast's leading consultancy serving Professional Services firms and their Clients, along with Atlanta Business School Alliance (ABSA), an alliance of Atlanta-area alumni groups from the nation's top-ranked MBA programs, today announced the launch of the 2006 Client Advisor Awards.

Held for the first time, the Client Advisor Awards celebrate positive results through professionalism by honoring professional service firms and their clients who consistently and cooperatively foster and grow successful client-advisor relationships. "Professional services firms are organizations that offer their specialized, intellectual capital and advice to businesses," says Andrew Dietz, President of Creative Growth Group, Inc. "These include law firms, accounting firms, consulting firms, marketing firms, engineering firms and any other 'firms with clients' rather than 'companies with customers.'" The premise of the Awards program is that advisors and the clients they serve get more out of their engagements when they demonstrate certain best practices that are publicly recognized through the Client Advisor Awards program.

Atlanta is a growing mecca for professional services firms. Attracted by the rich business climate boasting the 3rd most Fortune 500 headquarters and the presence of 70 percent of the Fortune 1000, professional and business services firms represented the largest share (26 percent) of 2005 job growth in Atlanta bringing the total number of Professional Services firm employees in the city to nearly 400,000, according to the Metro Atlanta Chamber of Commerce. "One of the hidden forces behind Atlanta's bustling economy is the relationship between the city's professional services firms and their clients. Every year these client advisor connections yield enormous financial results for Atlanta companies as well as generous fees for their advisors. Yet Client Advisor Relationships have rarely, if ever, been honored. Until now," says Barry Trout of Harvard Group International and Executive Director of the Atlanta Business School Alliance.

The Client Advisor Awards are divided into six categories: Large, Midsize and Small Professional Services Firms and Large, Midsize and Small Client Organizations. Nominees are evaluated on their excellence in five areas: collaboration, creativity, content and value orientation, capability and credibility.

Applications for the 2006 Client Advisor Awards are due September 30, 2006 by 5:00pm. The awards will be announced at an awards ceremony on December 5, 2006 in Atlanta. Nomination forms and sponsorship information is available for download at www.clientadvisorawards.com

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About Creative Growth Group

Creative Growth Group, Inc. is the leading consultancy that helps build more profitable client advisor relationships for professional services firms and the companies they serve through research, consulting, connections and coaching. For more information, contact Andrew Dietz at 404-664-7484 or adietz@creativegrowthgroup.com

About Atlanta Business School Alliance

The Atlanta Business School Alliance is an alliance of Atlanta-area alumni groups from the top-ranked MBA programs including Harvard Business School, Yale School of Management, Ross School of Business at University of Michigan, The Wharton School of the University of Pennsylvania, Tuck School of Business at Dartmouth, Duke University Fuqua School of Business, University of Chicago Graduate School of Business, Northwestern University's Kellogg School of Management, the Johnson School at Cornell University, New York University Stern School of Business, Emory University Goizueta Business School, MIT Sloan School of Management, Stanford Graduate School of Business, and the London Business School. For more information, contact Barry Trout at (404) 459-0890 or btrout@hgi1.com.

