

PRESS RELEASE

For Immediate Release
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FORMER FEDERAL CIO AND TECHNOLOGY MARKETING EXPERT JOIN FORCES *EXPERIENCE, CONNECTIONS DRIVE CLIENT SUCCESS IN CHANGING MARKETS*

HERNDON, VA-- (October 23, 2002)-- Federal Marketing Associates, Inc. (FMA) and J.L. Okay Consulting, Inc., two of the Washington, D.C. metropolitan area's leading business and marketing consulting firms serving government and technology clients, today announced their strategic partnership and premiere consulting service "The Beacon".

A joint service of the independent firms, The Beacon service provides unparalleled strategic planning, marketing consulting and networking services to sales and management groups in government markets. This unified resource brings clients more than 50 years cumulative experience of the two principals and access to a powerful network of associates and government executives.

Challenges in technology markets have led many companies to focus new energies on federal sales while the federal market itself is undergoing substantial change. The Beacon service is specialized to meet the needs of organizations addressing these changes. The Beacon service applies proprietary methodologies for determining and implementing sound marketing and competitive strategies appropriate for novice and experienced federal contractors alike.

"The Beacon will provide our clients with access to key decision makers in both government and industry organizations," said John L. Okay, founder and president of J.L. Okay Consulting, Inc. "Beacon is particularly beneficial for organizations in the midst of change, allowing them to meet identified goals," added Dr. Okay.

"Government sectors are experiencing tremendous growth. Our combined services assist clients in garnering responsiveness through highly integrated sales and marketing strategies," said Susan Milich, founder and president of FMA.

Government organizations and private sector firms interested in The Beacon's services should call Dr. Okay at 703-447-4539 or Ms. Milich at 703-904-9763.

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About Federal Marketing Associates, Inc.

FMA utilizes proven and proprietary methodologies to develop business development, marketing and promotional solutions. Founded in 1995, FMA serves a diverse client base including government, Fortune 500 and emerging technology firms.

A 20-year veteran of technology sales and marketing, Susan Milich learned the trade developing go-to-market strategies and implementations as an employee of Planning Research Corporation, Intelligent Electronics/ Entré Computer Centers, Inc. and Government Technology Services, Inc. (GTSI). She enjoys frequent guest-speaking engagements for academic, business and professional organizations including the Business Schools at Johns Hopkins University and George Washington University.

Ms. Milich has served on the boards of the Association for Federal Information Resource Management (AFFIRM) and the Industry Advisory Council (IAC).

FMA is the proud recipient of the 1999 Industry Advisory Council's Outstanding Corporate Communicator Award and the 2002 Outstanding Volunteer Award from FGIPC/IAC (Federation of Government Information Processing Councils). FMA has also been a sustaining partner of the AFFIRM. FMA is located in Herndon, Virginia and on the Web at: www.fma-onthemark.com.

About J.L. Okay Consulting, Inc.

J.L. Okay Consulting, Inc. provides high impact management consulting services to federal agencies and market research/business development support to private sector firms in the government IT market. The firm's client list includes civilian federal agencies, Fortune 500 companies and small businesses.

Founder and President of J.L. Okay Consulting, Inc. Dr. John Okay has more than 30 years of experience working in federal agencies and has held several senior executive positions including that of Deputy Commissioner and Chief Operating Officer of GSA's Federal Technology Service and Director of Information Resources Management (Chief Information Officer) at the U.S. Department of Agriculture.

Dr. Okay has served as a Principal on the Council for Excellence in Government since 1999, assisted AFCEA International by serving on the Technical Committee and also chaired the IAC's Telecommunications Shared Interest Group from 1998-2000.

A three-time winner of Federal Computer Week's prestigious "Federal 100" award, Dr. Okay is also the recipient of several other prominent honors including two Presidential Rank Awards. J.L. Okay Consulting, Inc. was founded in 1999 and is located in Oak Hill, VA.

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