



Press Release

G2intel Launches its New Website:

Upgraded Competitive Intelligence Offering a Response to Market Demands

Toronto, Canada (December 1, 2004) – G2intel (www.g2intel.com) represents the new Competitive Intelligence (CI) for business, through its offering of a complete portfolio of intelligence support to organizations that are serious about their competitive posture. Gathering the data is the easy part, but processing this information into actionable decision support while integrating competitor knowledge into company plans and strategy is the essence of a winning CI program. G2intel applies two decades of intelligence expertise in conferring on its customers a compelling business advantage in any industry, by elevating the quality of business responses and corporate initiatives with its comprehensive wargaming and intelligence services.

The corporate Competitive Intelligence function has achieved mainstream status within large and mid market enterprises. These organizations are discerning users of intelligence input to decision making. Content aggregators, specialty databases and web published information sites have reached efficiencies representative of current technology. The prevailing perception is that news information ought to be free.

“Information is overly available; knowing what to do with it in corporate plans is key”, says Richard MacRae, President of G2intel. He goes on to explain that: “The new business intelligence pushes the envelope to realize the investment multiplier effect of an advanced application of intelligence and enterprise simulation or business wargaming. We can’t just read the newspaper and hope to make the right decision. Capturing and sustaining a business advantage calls for competitive wargaming.”

Every organization needs a comprehensive understanding of its external environment. The application of G2intel’s proprietary processes can deliver that all important benefit that comes with developing a winning competitive strategy, based on good intelligence and a multi-level plan that anticipates competitor actions and subsequent responses.

About G2intel:

We strive to deny the competition the element of surprise through application of professional and ethical intelligence practices. As the guardian of our clients’ competitive posture, we facilitate interactive strategic, marketing and sales plan validation and refinement through our proprietary wargaming process. Our intelligence capabilities augment existing corporate processes periodically or manage intelligence needs in their entirety. G2intel also protects its clients through advice and implementation of counter-intelligence safeguards. Finally, our expertise in intelligence systems supports a customized intelligence software solution that is consistent with company standards.

CONTACT: For more information go to www.g2intel.com and connect through the contact us page or call +1 416 821 8289.