

Keston and Paladin Announce Alliance Partnership

Raleigh, NC May 16, 2007 – Keston & Associates and Paladin and Associates announce their alliance partnership for providing consulting services to foreign and US companies who want to develop and grow their businesses in the US or internationally, addressing the needs of companies to understand the practicalities and issues inherent in taking on the global business environment.

Their joint consulting practice has developed an “International Assessment” that assesses and provides an analysis of a company’s corporate structure and practices in relation to international business development and growth, focusing on necessary components to achieve the desired objectives in the global business environment. “Entering a foreign market is a very complex process, fraught with regulatory demands and business practices that differ by country,” said Joan Keston, Managing Principal of Keston and Associates.

The work of Keston and Paladin helps companies understand the details of the market, the attractiveness of products and services, the necessary marketing and sales approaches, the organizational structure and requisite expertise, the regulatory and legal requirements and the capital strategy necessary to proceed. “We will provide you with an action plan of suggested procedures and steps for the execution or modification of your international corporate development and growth strategy,” said Bill Warner, Managing Partner of Paladin and Associates. The plan is tailored to the needs of a company, and will include what is needed to adapt a company for the achievement of their international goals.

Keston and Paladin also have the skills and experience to assist companies with the execution of the recommended action plan, including the global integration of the intended international business operations with the company’s current business structure and processes.

Keston & Associates (www.kestonassociates.com) advises and assists growing companies in establishing, developing and facilitating their business presence in both the United States and abroad. Their skills are put to work to help international companies establish or grow market share for products and services across many industries, including high technology, machinery, medical devices, agriculture, food, textiles, clothing, furniture and many more. They also have the experience and know-how to assist clients with the particular issues that affect doing business in developing nations.

Paladin and Associates (www.paladinandassociates.com) is a business consulting firm that works with companies to eliminate roadblocks to their success. Their skills as business consultants span the disciplines of executive coaching, business process management, marketing and sales, financial forecasting and company financing. They eliminate the roadblocks to success by focusing on the issues that are crucial to the success of any business. Their job as business consultants is to assess the strength and viability of any product or service company by scrutinizing its assumptions, timelines, objectives, operational plans, and financials, and then recommending business solutions.

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