



B2B CONSULTING FIRM THOMAS GROUP SEES REGIONAL RESULTS FROM NORTH TEXAS COMMISSION INVOLVEMENT

A Case Study - Return on Involvement Dollars

THOMASGROUP

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Thomas Group, Inc.

(NasdaqGM: TGIS) is an international, publicly-traded professional services firm specializing in operational improvements. Thomas Group's unique brand of process improvement and performance management services enable businesses to enhance operations, improve productivity and quality, reduce costs, generate cash and drive higher profitability. Known for Breakthrough Process Performance, Thomas Group creates and implements customized improvement strategies for sustained performance improvements in all facets of the business enterprise. Thomas Group has offices in Dallas and Detroit. For more information, please visit www.thomasgroup.com.

"I am pleased to participate in a meaningful way through the NTC in championing economic growth in North Texas" - Mark Ozenick,

Thomas Group



To better position its brand and to gain greater visibility into policy formation that effects the overall business climate in North Texas, Thomas Group, a global operational management services firm that creates value for its clients by delivering results using experienced professionals and proven methods, joined the North Texas Commission in early 2008. This B2B firm utilized its board-level membership in the NTC to create awareness for its firm, developing business relationships in both the private and public sector. As a result of involvement at the board level, the company has been able to develop relationships with key decision makers in both the public and private sector resulting in potential and firm contracts in its sales pipeline value at several million dollars and growing. More importantly, Thomas Group sincerely believes in the importance in advocating the benefits of doing business in North Texas, and as such, fully supports the mission of the North Texas Commission.

Realizing Return on Involvement

In 2008, Thomas Group desired to strengthen its brand based on its 31-year history in the North Texas region. The company recognized that networking continues to be the most effective way of executing and growing its B2B strategy. Recognizing this fact, executives from the company contacted the North Texas Commission to secure a board membership. For a \$9,000 annual investment, the company was able to materially increase its involvement with respect to regional issues affecting all of the company's practice areas; private equity/mergers and acquisitions, aerospace and defense, transportation, healthcare and government. As this symbiotic relationship developed, the company was not only able to increase awareness of its brand in the North Texas region, but was able to participate in policy recommendations that had or will have a significant impact to the economic health of the region. The company immediately became involved with the NTC by attending quarterly board meetings, serving on various committees and attending special events throughout the state. By utilizing NTC events and meetings as networking opportunities, as well as attending luncheons as a guest of the NTC, The Thomas Group was able to make connections with key members of the business community faster than if done on its own.

This company took full advantage of its investment in the North Texas Commission to not only make connections within the community, but to translate those connections into possible business contracts. In addition to realizing its return on investment, The Thomas Group realized its return on involvement by becoming fully engaged with the North Texas Commission and, in turn, the North Texas community.