

**From:** Franco Public Relations Group  
400 Renaissance Ctr.  
Suite 1000  
Detroit, MI 48243  
[www.franco.com](http://www.franco.com)

**Contact:** Maria Leonhauser Rosenau  
(313) 567-5080  
rosenau@franco.com  
-or-  
Michelle Caldwell  
(313) 567-5029  
[caldwell@franco.com](mailto:caldwell@franco.com)

## **URBAN SCIENCE USES MATRIX TECHNOLOGY GROUP'S SOFTWARE SUITE TO ENHANCE THEIR SERVICES**

DETROIT, November 5, 2002 – Urban Science, a global strategic consulting firm headquartered in Detroit, today announced a partnership with Matrix Technology Group, Inc., a leading developer of business process management software.

“We’re pleased to add Matrix’s applications suite to Urban Science’s tool box to help them create even more customized solutions for their clients,” said Steve Molen, product marketing manager for Matrix. “In today’s market, efficiency and easy-to-use solutions are essential to creating customer satisfaction.”

“We will use Matrix’s tools to enhance our ability to track costs, improve timeliness, allocate resources and manage communication flow on a global basis relative to our client’s sales, marketing and strategic business activities,” said Mark Yuhn, product management director at Urban Science.

For example, Urban Science can use these additional tools to implement a more efficient sales planning system. This system allows field sales staff to interact with corporate sales management to develop monthly sales forecasts used for inventory, distribution and sales performance management purposes.

-more-

*Founded in 1977, Urban Science works with global companies with significant retail networks who are seeking to improve their marketing, operations, and distribution strategies. They provide unique scientific market analysis and customized knowledge systems to enrich understanding of customers and gain significant competitive advantage. Urban Science is committed to helping their clients improve operational performance, increase market share and enhance profitability. Urban Science serves its global clientele from offices in the United States, Spain, England, Germany, Italy, Australia, The Netherlands, Mexico and Japan. For information: [www.urbanscience.com](http://www.urbanscience.com).*

*Matrix Technology Group, Inc. is a leading developer of interactive process management and marketing automation software systems. Matrix is a collection of technology veterans and visionaries, experienced business people, and the brightest recent college graduates. The pioneers of Matrix invented one of the first "e" ticket platforms for the Airlines in 1992, and also developed one of the first Campaign Management applications in 1994 for OEM release. Matrix focuses on developing technology that facilitates organizational planning, communication and analysis - aligning resources with strategic business objectives. N.Queue™ incorporates project management methodology, workflow, marketing operations management, and process automation to enable businesses to track costs, avoid missed deadlines, allocate resources, manage communication and report on all business elements. For more information, visit us on the web: [www.mxtg.net](http://www.mxtg.net)*

# # #