

FOR IMMEDIATE RELEASE

PJM Consulting President join's SoftwareCEO's "Ask the Experts" Forums

Phil Morettini will serve as a Moderator for the SoftwareCEO.com Marketing & PR Forum

SAN DIEGO, Calif., October 8, 2004 – PJM Consulting announced today that its President, Phil Morettini, has accepted an invitation to serve as Moderator on the Marketing & PR "Ask the Experts" Forum on the popular SoftwareCEO.com site.

SoftwareCEO.com is a portal for chief executives, vice presidents and managers of software companies. The site offers business advice, discussion forums, research, news, online seminars, and links to software-specific resources. Site members also have access to file downloads, proprietary data, and thousands of dollars in exclusive buyers' club discounts. SoftwareCEO was founded by Bruce Hadley, a veteran of 20 years in the software business as well as three successful startups. The SoftwareCEO.com site currently receives more than one million hits, representing over 20,000 unique visitors, per month.

The Marketing and PR forum is the most active of SoftwareCEO's function-specific discussion forums. SoftwareCEO members and visitors alike can address questions to industry experts on this free forum. The discussions range from simple startup questions to detailed product and market positioning issues. You can visit the SoftwareCEO Marketing & PR forum at http://www.softwareceo.com/marketing_pr.php

For more information on PJM Consulting visit <http://www.pjmconsult.com> or contact the company directly at info@pjmconsult.com or 858.792.1062.

ABOUT PJM CONSULTING

PJM Consulting is a Management Consulting firm that provides General Management, Marketing, Sales and M&A services to High Technology companies. The company was founded in 2000, is privately held and based in San Diego, CA. USA

Note to Editors: Photos are available on the PJM Consulting website or via the contact below:

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