



**Media Contact:**  
Bill Bradley  
978/692-7422  
[bbradley@omegascorboard.com](mailto:bbradley@omegascorboard.com)

**FOR IMMEDIATE RELEASE**

**ΩMEGA Names Rich Castellano President of its Training Organization**

Company executive promoted to president of ΩMEGA's  
Customer Relationship Management Institute (CRMI)

**CHELMSFORD, Mass.; June 28, 2004** – The ΩMEGA Management Group Corp., specialists in implementing employee and customer loyalty management strategy programs that result in increased product and service revenues, announced today that Richard J. Castellano has been promoted to the new position of president of ΩMEGA's training organization, the Customer Relationship Management Institute (CRMI). Castellano was formerly chief customer officer and EVP of client services.

He also assumes responsibility for the company's annual Loyalty Management Strategy Conference, where ΩMEGA presents its annual NorthFace ScoreBoard<sup>SM</sup> Awards to companies who have achieved excellence in customer satisfaction.

CRMI developed and sponsors the acclaimed "Turning Loyalty into Gold"<sup>SM</sup> (TLIG) series of workshops and seminars that focus on developing a company culture that helps employees at all levels to deliver outstanding service to customers. The content is intended for customer service professionals who want to improve their customer relationship skills and processes. The TLIG series includes the newest workshop focused on developing high margin service revenue programs for small- to mid-sized companies.

ΩMEGA's Loyalty Management Strategy Conference, which began in 2003, is the only conference in the world where executives from customer service, sales, marketing and human resources gather with their peers to focus on best practices in building loyalty management strategies to drive business growth. The 2004 event took place in Orlando, Fla., and will shift next year to Las Vegas in late February.

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“Rich has done an outstanding job of building a highly effective organization that coordinates all aspects of client services within our company,” said John Alexander Maraganis, president and CEO of ΩMEGA. “Under his leadership, I’m confident he can take our successful training and conference programs to an even higher level, establishing them as the standard of excellence in the customer service industry.”

### **About ΩMEGA**

Since 1984, the ΩMEGA Management Group Corp., (ΩMEGA), Chelmsford, Mass., has been a recognized expert in developing and implementing employee and customer loyalty management strategies that lead to increased product and service revenue and profits. The loyalty management services include customer and employee surveys, employee incentive programs, key account retention strategies, win-back strategies, competitive benchmark studies, and marketing of customer satisfaction results to employees, customers and the marketplace. For more information, visit [www.omegascoreboard.com](http://www.omegascoreboard.com) or call (978) 256-3331.

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