

For more information:  
Maura McNulty  
Mediahook  
650 804-4456  
maura\_mcnulty@yahoo.com

For Immediate Release

**CRIMSON CONSULTING GROUP PARTNER CHOSEN AS PANELIST AT WEB 2.0  
NY SUMMIT**

*Dylan Charles to Participate on Panel “Web 3.0 Where Are We Headed?”*

**Los Altos, Calif. – June 12, 2007** – Crimson Consulting Group, a marketing consulting firm that provides marketing strategy and execution consulting services to high technology companies, has announced that Partner Dylan Charles has been selected as a panelist at the June 14, 2007 Web 2.0 NY Summit conference.

Held in New York City, the Web 2.0 NY Summit is a one day conference covering the Social Networking, Community and User-Generated phenomenon that is driving vast audiences to the Internet. Conference attendees include digital media company executives, advertising agencies, entrepreneurs and investors.

A seasoned interactive strategist, Charles is one of four panelists to address issues pertaining to Web 2.0 – social networking, communities, etc. – as well as the future direction of Web. 2.0. The panel, entitled “Web 3.0 Where Are We Headed” will be held June 14 from 4:00 – 5:00 pm and will be moderated by Alan Brody, host of the [iBreakfast](#) blog. Other panelists include Peggy Miles of Intervox, David Teten of Circle of Experts and Simon Applebaum of Cablefax.

Dylan Charles is a Partner at Crimson Consulting Group, Inc. He is a former Partner at KPMG (BearingPoint) and The McKenna Group, and has over 20 years of strategy and planning experience in a range of industries including high technology, telecommunications, media, and consumer products. His clients include Cisco, HP, Microsoft, Symantec, Seagate, and others.

For more information about the Web 2.0 NY summit, go to [http://web2ny.com/Web\\_2.html](http://web2ny.com/Web_2.html)

**About Crimson Consulting Group**

Founded in 1991, Crimson Consulting Group (<http://www.crimson-consulting.com>) provides marketing strategy and execution services for high technology companies. Clients include Adobe, BEA, Cisco, HP, IBM, Intel, Microsoft, Oracle, SAP, Seagate and Symantec.

###