

For Immediate Release



## VITALENT GROUP IS NOW LENATI

### *Seattle Based Firm Introduces Sleek New Image*

Seattle, WA – January 9, 2009 - Vitalent Group LLC, the Seattle based consulting firm, announced today that it has become Lenati. As this new entity, Lenati strives to create customer connections that ensure awareness, drive acquisition, build loyalty, and put your company ahead of the competition. The rebranding effort has given a whole new look, feel and energy to the well-established company, much of which can be viewed at the new corporate website ([www.lenati.com](http://www.lenati.com)).

“We are excited about continuing the exceptional results we have provided our clients,” said Jennifer Winter, Founder and Managing Partner of Lenati. “Our outstanding team and our unique Go To Market Solutions make Lenati a powerful secret weapon for our clients.”

The move to Lenati completes a detailed focus on the company’s brand which started as an effort to build a meaningful identity both with clients and online. The name Lenati gave the company the ability to uniquely define its story and offerings. Founded in 2005 by Kris Klein and Jennifer Winter, Lenati vows to help clients achieve their true market potential by creating an actionable strategy around the most powerful combination of their assets - markets, products, services, segments, channel partners, and customers.

The January 2009 rollout of the new company image is an exhilarating new chapter for this rapidly growing professional services firm. “Lenati is well positioned to make a big impact on our clients’ market share and profitability,” said Kris Klein, Founder and Managing Partner. “We have built a dynamic team of marketing professionals with proven expertise and unquestionable ability to understand the customer lifecycle.”

Lenati’s corporate headquarters are located in the Eastlake district of Seattle.

### **About Lenati**

Lenati is a professional services firm offering strategic methods for clients to have meaningful connection with their customers in order to elevate performance, revenue, and market share. Lenati offers a variety of solutions to help companies effectively develop products and experiences that are valuable to their customers. Based in the Pacific Northwest, Lenati is well-known for intellectual rigor, practiced expertise, and an uncanny ability to perceive and meet clients’ needs. Lenati was founded as Vitalent Group in 2005 by Jennifer Winter and Kris Klein, former executives at Arthur Andersen Business Consulting and Hitachi Consulting.

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