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# Press Release

## The Stratecon Group Launches Breaking News Service

### New Service to Electronically Distribute Emerging News Stories Between Monthly Newsletter Cycles

METUCHEN, NJ - November 21, 2007 - The Stratecon Group, Inc. (TSG or Stratecon) announced today that it is launching a breaking electronically distributed news service called the Searchlight Alert (the Alert). The Alert will be published on an as-needed basis by Stratecon to update subscribers of its main electronic newsletter, The Strategic Beacon, on any emerging news stories that develop between the normal delivery cycles of the monthly Beacon.

Ted Green, President of The Stratecon Group, in commenting on the development said, *"We are extremely pleased to be launching the Alert as a way to ensure that Beacon subscribers are kept completely up-to-date on all significant industry developments, regardless of when they occur."*

*The Alert will present one or two short breaking news stories as they occur, while the Beacon will carry more items - including some longer stories with more analysis - on a normal monthly cycle."*

Subscribers of Stratecon's Strategic Beacon are automatically subscribed to the Alert and need do nothing more to sign-up. For those interested in subscribing to both the Beacon and the Alert, simply [click this link](#) or visit the [Stratecon website](#) and follow the information on the home page.

For Immediate Release

About The Stratecon Group, Inc.

The Stratecon Group, Inc. was founded in 1999 by industry veteran Ted Green and since that time it has been assisting companies large and small with business planning and marketing strategies in areas related to business formation, brand awareness, advanced marketing techniques, expansion of market share, profitability, and more...mostly in the consumer electronics and custom integration spaces.

Stratecon also publishes an electronic newsletter called The Strategic Beacon which offers news and analysis on economic, industry, and marketing trends-both on the strategic and tactical level. And Stratecon now also offers the Searchlight Alert for breaking industry news stories occurring outside the monthly publishing cycle of the Beacon.

Stratecon can be reached via phone at (732) 321-4181, fax at (732) 321-0378, email at [info@stratecongroup.com](mailto:info@stratecongroup.com), or on the web at [www.stratecongroup.com](http://www.stratecongroup.com).

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