

ADVANCED ANALYTICAL CONSULTING GROUP

FOR IMMEDIATE RELEASE
October 18, 2010

Contact

Anne Skoutas
(617) 338-2224
info@AACG.com

Advanced Analytical's Pricing Strategy Increases Profits Over 5% for Major International Beverage Manufacturer, Market Capitalization Jumps.

Advanced Analytical Consulting Group Inc. (AACG) recently increased profits of a major international beverage brand by over 5% during the first phase of a new pricing strategy. This increase in profit was achieved while increasing market share and average prices across all geographies. The strategy and implementation of the new prices were engineered through AACG's [Pricing and Profitability Optimization](#) process and technology. While the price changes reflected an average increase, they included both price increases and decreases, depending on the sensitivity of customers to price changes in particular brand-package combinations, in each geography. Financial markets responded positively to the announced results, increasing the client's market capitalization by hundreds of millions of dollars. The analysis by AACG was based on econometric modeling of the influence of price changes on volumes and profits for hundreds of product-geography combinations.

"Our *Pricing and Profitability Optimization* techniques are powerful tools that transform our clients' data into insights into where additional profits can be obtained," said AACG National Managing Director, Dr. Daniel S. Levy. "We create a customized process and technology that allows our clients not only to maximize profits in the short-run, but to continue extracting additional profits over time. Individual AACG pricing strategy experts and economists have over 25 years of experience helping businesses identify strategic opportunities and improve operational performance. They have performed economic and statistical work in package goods, retail, manufacturing, telecommunications, transportation, financial services, mining, oil and gas, consumer durables, healthcare, pharmaceuticals, and medical devices industries. Our combination of industry experience and advanced analytics drives significant increases in profits for our clients."

About Advanced Analytical Consulting Group, Inc.

Founded by former Senior Managers and national leadership of the Economics and Statistical Consulting Group of Deloitte's Financial Advisory Services in 2008, AACG provides economic, statistical and computing consulting for business decisions and litigation. AACG assists business clients with strategic and operational consulting based on in-depth quantitative analysis of corporate data and the client's position in the market. AACG provides expert testimony, support for academic experts, and assistance in identifying the right expert from academic and business settings. From offices in Boston and San Francisco, AACG currently serves clients in Canada, Mexico, the UAE, the U.K. and the U.S. For more information, visit www.AACG.com