



NEWS RELEASE
FOR IMMEDIATE RELEASE

**Southport Services Group Names New
Vice President of Marketing & Operations**
Company Expands Management Team in Response to Growth

Herndon, VA, March 31, 2008 – Southport Services Group, a management and IT consulting company specializing in business intelligence, announced today the addition of Ms. Lee Mayfield to its management team. Ms. Mayfield will be responsible for directing all aspects of marketing development and corporate operations focusing on positioning the company within the marketplace and streamlining operational activity.

“We are pleased to have Ms. Mayfield join Southport,” said Jim Butz, principal and co-founder of Southport. “Our company’s growth demanded the addition of this position to our team, and Ms. Mayfield’s diverse background and strong leadership experience made her the perfect choice. Working across multiple industries gives her the ability to highlight our company’s offerings and unique vision in the marketplace. She is a valuable asset to our organization and will ensure continued growth of our business.”

Ms. Mayfield brings deep experience in strategy, planning, budgeting, execution, and analysis of a wide range of marketing initiatives. Among these are brand management, promotions and collateral, product launches, electronic and direct mail marketing campaigns, web site development and marketing, agency management, advertising, public relations, market research, partnerships, and trade show management. Prior to joining Southport, she has worked for non-profits, market leaders, and startups including organizations like the National Geographic Society, the National Society of Professional Engineers, Ebuild, Educational Field Studies, and Federal Sources.

About Southport Services Group

Southport Services Group is a management and IT consulting company specializing in enterprise business intelligence. We offer a full-range of consulting services that help our customers design, develop and deploy business intelligence solutions that convert data into actionable information. For more information, please visit us on the web at www.southportsg.com or email us at info@southportsg.com.

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