

For Immediate Release

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CEIP™® **INNOVATIVE PATENT PENDING BUSINESS PROCESS AND MARKETING METHOD GIVES BUSINESSES THE EDGE THEY NEED TO SURVIVE IN TODAY'S HIGHLY COMPETITIVE MARKETS.**

Hollywood, Florida, December 21, 2007 – The Eng Group's professional knowledge-based consulting and research have provided valuable assistance and support to many businesses, the gold standard being its customized **Customer Education and Information Program** | **CEIP™**®.

CEIP's™® patent pending proprietary business process and marketing method is a one-stop-solution, encapsulating in a hardware-software mix, a customized graphic audio-visual program displayed on Plasma/LCD screens or digital projectors for each business and location. It consists of a package of software, digital production and hardware destined to deliver live, crisp, attractive and important information, education, as well as advertising content. The presentation runs in a continuous loop, during all operational hours of a business, in the customer lounge or other places where customers are present or waiting. All aspects of the business are colorfully displayed in digital format providing education and information about the company, its products, services, policies and staff. The information is maintained accurate and up to date.

The **CEIP's™**® custom designed software is **licensed*** (not sold) to businesses on a one year minimum contractual basis payable in monthly installments and is installed and displayed at the customers' locations on hardware equipment that is wholly owned and maintained by The Eng Group.

CEIP™® helps businesses achieve optimum customer relations through education and information. Consumer's attention is engaged and kept by the program's presentation as he/she "becomes involved" with the business' operation, ultimately resulting in purchases of new products and services. Consumers who are allowed to make informed purchasing decisions do so with confidence resulting in improved customer retention and a higher CSI (Customer Satisfaction Index), indispensable elements to survive and remain profitable in today's highly competitive markets.

The Eng Group, LLC developed and is in the process of installing its proprietary gold standard **Customer Education and Information Program** | **CEIP™**® in a diverse range of business applications from auto, aircraft and boat dealerships, jewelry and fashion retail establishments, malls, banks, airports, cruise ships, and other high end personal service offices such as cosmetic dentists, dermatologists, plastic surgeons and spas, to other high-end business establishments, assisting customers in making informed acquisitions. The **CEIP™**® software is licensed to each customer for use on a monthly fee basis and is installed and displayed on equipment owned, operated and maintained by The Eng Group.

The Eng Group has successfully installed numerous systems over the past 2 ½ years throughout the State of Florida at prestigious upscale businesses such as Mercedes-Benz, Porsche, Volkswagen, Lexus, Infiniti, Cadillac, Acura, dealerships, Pharmacies, Physicians and Wi-Fi Internet Customer Business Centers.

For further information, visit our website at: www.the-eng-group.com | Or contact us or our CEO, Engr. Hedi Enghelberg at hedi@enghelberg.com | Business (954) **323.2024** and Mobile (954) **778.8543**.

*About Hedi Enghelberg: Born in Rumania, a University of Bucharest graduate in Mechanical Engineering, Enghelberg lived in Venezuela since 1986, and is founder and CEO of several successful businesses under his Grupo Hedi Enghelberg C.A. an organization servicing a wide variety of clients and ranging from manufacturing to providing business solutions and web design for customers throughout Central and South America. Enghelberg has had a continuous presence on the Internet since 1996 and up to the present. A prolific author, Enghelberg is currently a resident of South Florida where he founded **THE ENG GROUP, LLC** and its subsidiary, **The Eng Automotive Group (TEAG)**.*

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