

FINAL

THE CONTENT GROUP ACQUIRES THE GENUINE GROUP

- The Content Group continues to build its Information Governance capability -

1 April 2011: Information and records retention consultants, **The Genuine Group**, have joined forces with the independent content consultancy and technology provider, **The Content Group (TCG)**, creating one of the fastest growing content only organisations in Europe. The transaction details were not disclosed.

TCG – the Guildford-based content only organisation – continues to expand with the acquisition of **The Genuine Group**. The business will add **The Genuine Group** Founder and CEO, **Alison North**, to its board of directors and the other members of its team and its associates will join TCG.

Commenting on the acquisition, Founder and CEO of The Content Group, Ben Richmond, comments, “Information Governance is a big focus now within so many large enterprises and is only going to get more important. Alison and her team at The Genuine Group are acknowledged specialists in the field of information and records retention and have unique intellectual property via their database product offerings. They will compliment many of the skills within our growing team of experts in Information Governance.”

The Genuine Group are acknowledged specialists with both Public and Private sector businesses. They have their own private sector focused records retention database, as well as having developed their well known public sector records retention database built on the Information and Records Management Society (IRMS) Local Government Classification Retention Scheme (LGCRS).

Commenting on this **Alison North** adds, “We believe that TCG’s support teams and infrastructure will provide long term support for our customers with a real depth of knowledge and technology skills overlaid upon our own information and records management skills and knowledge.” North adds, “We really believe that joining TCG enables us to offer a unique and market leading proposition to both existing and new customers.”

Richmond adds, “We continue to expand the organisation and are looking for acknowledged experts in the Information Governance world, like those at The Genuine Group. We will continue to build capability in this area of strategic importance to our clients.”

FINAL

ENDS.

About The Content Group

The Content Group – ‘It’s all about content’

The Content Group (TCG) is the independent content consultancy and technology provider.

Through understanding content and the opportunity it presents, TCG enables its clients to drive out cost and wastage, get to market faster and be more responsive to customers whilst reducing risk and ensuring compliance.

TCG works with clients across the globe focused on achieving better business outcomes through content. If it’s about content the world’s leading organisations turn to TCG.

Leveraging its Sphere content methodology and its Cube content lifecycle technology TCG are uniquely positioned to drive value from content for its clients far beyond traditional approaches.

Sphere™ is the best practice content methodology pioneered by TCG which provides a proven approach for content initiatives agnostic to technology.

Cube™ is a technology framework which addresses critical aspects of the lifecycle stages that content goes through.

TCG’s content focused capabilities range from providing strategic advisory services through to technology enablement. Working across all aspects of content and majoring around ECM (Enterprise Content Management) and IG (Information Governance) TCG’s clients include: Barclays, Lloyds, Virgin, IKEA, House of Commons and the NHS.

‘It’s all about content’

For further information, please contact:

Will Gardiner

itpr

Tel. +44 (0)1932 578800

willg@itpr.co.uk

www.itpr.co.uk