

FOR IMMEDIATE RELEASE:

**TWO INDUSTRY LEADERS IN MASTER DATA MANAGEMENT BUSINESS AND TECHNOLOGY
JOIN GROM'S ENTERPRISE DATA MANAGEMENT (EDM) PRACTICE**

GROM is proud to announce industry veterans Jay Mazzucco and Hong Cheng have joined GROM Associates' Enterprise Data Management practice.

Flemington, NJ – February 12, 2010 – GROM Associates, Inc., a leading firm providing business strategy consulting, enterprise software integration services, and master data management solutions to the Fortune 2000, today announced the hiring of key industry veterans Jay Mazzucco and Hong Cheng.

With more than 25 years' experience in the consumer packaged goods and pharmaceutical industries at Johnson and Johnson, Jay was most recently responsible for implementing master data management (MDM) programs and best-in-class practices surrounding master data management, governance, process, and data synchronization on a global scale. He served as J&J's global master data lead during the SAP migration of master data.

Prior to joining GROM, Hong was a data quality and readiness architect providing services to Target, Kraft, Bose, and J&J. He has more than 17 years of experience and has held VP of IT positions at Goldman Sachs and Société Générale USA.

"We are very excited about the newest members of GROM's Enterprise Data Management team," said Mike Nusser, senior vice president of GROM. "With Jay's MDM architecture background and Hong's data quality and readiness expertise, our Business Consulting Group will continue to provide our clients with even better innovative solutions for all phases of enterprise data management projects, from strategy definition to program execution areas. We look forward to showcasing our EDM solutions to our customers."

About GROM Associates, Inc.

For more than 25 years, our clients have trusted GROM with mission-critical SAP implementation, operations management, and master data management programs. An SAP National Partner since 1994, with certifications in ASAP and Run SAP, GROM combines deep technical expertise with extensive vertical experience spanning the life sciences and health care, consumer products, aerospace and defense, manufacturing, and technology industries. With an emphasis on experience, excellence, and integrity, GROM is a trusted advisor to its clients for all of their complex project needs – from strategic business planning to workforce augmentation to full systems integration. For more information, visit www.grom.com.

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