



NEWS RELEASE

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For more information, contact:

Joan Wells

913-402-1881

jwells@thewellingtongroup.com

Jada Hill

513-792-2968

jhill@thewellingtongroup.com

Strong Business Relationship with Ford Pays Off for Local Company

The Wellington Group Tapped As Meetings and Events Preferred Vendor

Overland Park, KS (Sept. 3, 2002) -- The Wellington Group, a full-service event planning, incentive management and marketing communications company based in Overland Park, has been awarded preferred vendor status by Ford Motor Company, based in Dearborn, Michigan. As a preferred vendor of meeting and event services, The Wellington Group joins eight other companies nationwide in receiving this distinguished business recognition.

The selection of designated preferred vendors is part of Ford's company-wide meetings centralization initiative. The restructuring is designed to save millions of dollars in corporate meetings for the automotive giant by offering corporate-approved, competitive resources to all of its regions when planning programs and events.

The Wellington Group has been working with Ford management teams across the country the past 12 years on specific regional incentive trips, meetings and product launches. Besides its headquarters in Overland Park, The Wellington Group has additional offices in the Cincinnati and Washington, D.C. areas.

During the vendor selection process, The Wellington Group competed against 30 other national companies and successfully demonstrated that it has the experience and resources to provide Ford with a competitive advantage in planning and implementing innovative and effective meetings, incentive trips and product launches. The Wellington Group's professionalism, creativity and attention to detail will enable it to effectively provide these solutions to Ford regional offices all across the United States.

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According to Joan Wells, chief executive officer of The Wellington Group, many large corporations are centralizing meeting operations to take advantage of economies of scale and to provide better business resources to all branches of operations. Becoming a preferred vendor for companies such as Ford, Wells added, means The Wellington Group is given direct channels for it to promote, market and provide event planning, incentive management and marketing solutions to the numerous offices within large organizations.

“We are proud of our association with Ford,” Wells said. “Furthermore, we are honored to be chosen as a preferred vendor for meetings and events.”

Jada Hill, president of The Wellington Group, added, “The preferred vendor designation from Ford, based in part on our high level of customer service and our effectiveness in serving niche markets, demonstrates how a boutique firm such as ourselves can compete against powerhouse event planning companies across the nation. We plan to build on our Ford relationship and extend the advantages of this partnership to our current and prospective Ford clients nationwide.”

Since its inception in 1994, The Wellington Group has partnered with clients to deliver strategic incentive programs, event/conference planning, and marketing communications. For complete details about The Wellington Group, the scope of services and the industries it serves, visit the company’s web site at www.thewellingtongroup.com.

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