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**"Pozzani & Associates Wins
Business Opportunity Grant from British Airways"**

Los Angeles, CA January 21, 2010 - The brand strategy consulting firm, Pozzani & Associates, Inc., of Newport Beach, CA, has been awarded a Business Opportunity Grant by British Airways, as part of the airline's Face to Face campaign.

Pozzani & Associates is one of 100 companies **British Airways** hand selected, based on the merits of its business plan, and a compelling story of how a year's worth of business travel and face to face meetings, along with other valuable business support, would help the company meet its objectives for 2010. The grant includes airfare for round-trip Club World business class flights, free global shipments with British Airways World Cargo, and other key elements for international business support.

"The grant gives us the opportunity to meet personally with prospective clients and international partners. Nothing replaces a face to face meeting to solidify our relationships and convey our team's expertise in international marketing and branding strategy," says Adriana Lynch, founder of Pozzani & Associates, a consulting team that takes pride in being strategic and for going beyond recommendations. "In today's business environment, a good strategy is one that brings results."

With its experience in the global market place, the Pozzani team sees many opportunities for US companies to expand internationally, with solid strategies. Pozzani also advises international players to look closely into the US market. "While many companies look at the current US economy with skepticism, savvy strategic companies sees today's environment as an opportunity," adds Lynch, who hopes to use the grant to build business internationally and help the US economy. "We at Pozzani & Associates are excited and grateful for this opportunity to showcase our team's talents."

About Pozzani & Associates, Inc.

We are a network of consultants that specializes in Brand Strategies and Brand Activation both domestically and internationally. A team of experts is assembled to fit the exact needs of the client in a very cost efficient way. Our extensive International Marketing team has launched brands like Pillsbury, Häagen-Dazs and Pampers around the world. We help companies define which countries to enter, how to structure operations, and develop marketing strategies and plans. For more information on how Pozzani & Associates can help your business, visit www.pozzani.us

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