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Silver Bullet Group Helps Agilent's DCA-J Sales Increase by 30% While Reducing Support Costs by 50%

Walnut Creek, California: December 2007 — Agilent Technologies, (NYSE: A), the world's premier measurement company and a technology leader in communications, electronics, life sciences, and chemical analysis, retained the Silver Bullet Group (SBG) to increase the effectiveness of Agilent's competitive messaging and training.

The partnership resulted in new marketing materials and competitive training that dramatically increased the Electronic Measurement Group's (EMG) ability to compete in an incredibly competitive field. According to Nigel Mott, the Digital Communications Analyzer (DCA-J) Product Sales Manager, "Great sales messaging increased our product line's win rate by 30% and reduced time we spent supporting the field by around 50% for this product." Agilent's competitive materials are now concise, well-organized, fact-based, and customer value-focused. The new competitive intelligence helps the sales team close more deals.

In addition, Agilent has adopted the Silver Bullet Group's messaging process so that EMG's success can be replicated across the company's Test and Measurement business.

Agilent's New Competitive Intelligence

Concise, value-focused, and easy-to-understand materials now speak directly to customer advantages, such as faster product development, rather than concentrating on product features, such as wide frequency range or low signal-to-noise ratio.

Ed Sullivan, Agilent District Manager of Field Sales in the Americas, says, "SBG has made our competitive information much more concise; it is information that the sales team now uses. It has taught them how to ask the right questions to steer customers our way. SBG was the 'glue' that attached our field to our factory."

Agilent's Results

In Agilent's most recent poll of its sales organization, 56% of field sales engineers said that the quality of the recent competitive intelligence enabled them to close at least one additional deal during the last quarter.

The field sales engineers and channel partners are so thrilled with the new competitive materials that the project team was commended with an Agilent 2007 Innovation Merit Award, and the latest competitive training was given the highest accolades by the toughest audience of all — Agilent's own sales force.

Roberta Lycette, EMG WW Field Operations Quality and Training Manager, notes, "It was clear from the field feedback and its financial results that we needed a better way to compete. SBG gave us two things: competitive marketing that effectively communicated to the field personnel and their customers, and a process for developing this capability for future products. From a financial and strategic perspective, SBG gave us what we needed."

Read the Agilent case study at http://www.silverbulletgroup.com/case_studies.shtml#Agilent

About Agilent

Agilent Technologies (NYSE: A) is the world's premier measurement company and a technology leader in communications, electronics, life sciences, and chemical analysis. The company's 19,000 employees serve customers in more than 110 countries. Agilent had net revenue of \$5.0 billion in fiscal 2006. Information about Agilent is available on the Web at www.agilent.com.

About Silver Bullet Group

The Silver Bullet Group (SBG) is the global leader in messaging effectiveness, helping Fortune 500 B2B companies increase revenues, marketshare, and profits. SBG's proprietary sales messaging system makes order-of-magnitude improvements in messaging quality and marketing deliverables, while simultaneously improving sales and marketing effectiveness. Visit www.silverbulletgroup.com.

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