

FOR IMMEDIATE RELEASE

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What's brewing at Talaris Institute?

October 28th, 2008 - Seattle, Washington – Katie Simons, former Director of Brewed Coffee at Starbucks and a Project Leader for Boston Consulting Group, has joined local non-profit organization, Talaris Institute as their new General Manager.

Talaris Institute recently developed a full line of parenting products for busy parents with children, ages birth to five. The new product line called Parenting Counts is complete with engaging videos that help parents understand the importance of their role in their child's early development. Along with the kits, Talaris also offers discussion guides that take the guesswork out of leading discussions about these materials.

Talaris has already experienced unanticipated demand for these products and we are counting on Katie to help us manage our distribution and continue to lead our team to develop more exceptional products for successful parenting.

Simons will be responsible for all aspects of general operations, planning, research, product development, distribution and evaluation. As the mother of a toddler, Katie understands the value of the Parenting Counts products. With her experience in the retail marketplace, she is uniquely qualified to take Talaris from its "proof of concept" stage to a new platform of large-scale distribution and effectiveness.

"Selling a great cup of coffee or selling parenting information both come down to the same things: developing high quality products that meet customer needs and exceed their expectations. Every parent has the desire to be the best parent they can be and to do the right things for their child. So our job is to satisfy that desire with quality information based on research," says Katie Simons.

"Her commitment to the public good and experience in business is exactly what Talaris needs at this point to project our research and tools for parents into a larger marketplace", offers Craig Stewart, Chairman of the Talaris Board. Katie joins Talaris on October 20.

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