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**The Unicorn Group adds Pivotal Information Technology as a client**  
*Technology Company looking for assistance in business development efforts*

Washington, DC (February 10, 2010) – The Unicorn Group, LLC is proud to announce that Reston, VA based company, Pivotal Information Technology (Pivotal IT) has signed on as a client. The Unicorn Group will be assisting Pivotal IT ([www.pivotal-it.com](http://www.pivotal-it.com)) in their business development efforts by continuing to build Pivotal's client portfolio and strategic business partners.

Pivotal IT is a service company that provides technology consulting, and premium IT services for Web 2.0 solutions, Back Office Solutions, and emerging technologies. The company currently has a staff of nearly 30 people and is looking to Unicorn for assistance in business development efforts. “The business development strengths of the Unicorn team combined with our services will create a launch pad for Pivotal to provide solutions to new trusted business partners interested in optimizing their technology and creating opportunities, and expand our customer footprint” says Darren Feeley, CEO of Pivotal.

Pivotal IT is currently working for commercial companies in Media, Technology, Healthcare, Education, and Non-Profits verticals. Founded as a technology operations company in 2007, Pivotal IT now offers services to their clients such as CIO management operations, program management, technology development, IT architecture, process re-engineering and business continuity.

“We are glad to have Pivotal IT come on board as a client,” says John Aggrey, Chairman and CEO of the Unicorn Group. “Pivotal IT does great work in the area of technology solutions, and offers services that virtually every company can use. We look forward to the chance to help them with their business development efforts so that the company can continue on its growth trajectory.”

The Unicorn Group is expanding as well. Over the next year, the company plans to add more business development executive which will help to grow their business. “When companies come to Unicorn, they are looking for us to provide unparalleled services that will give them their best return on investment,” said Aggrey. “It is part of my job to be out there looking for the right human capital that can deliver the world class service that our clients want and deserve.”

**About The Unicorn Group**

The management of The Unicorn Group brings over 50 years of collective experience and has spent over 20 years developing a process of **Executive Relationship Marketing (ERM)** patterned after the Asian principles of *Guanxi* (pronounced *Guan-chee*). With a

personal network of over 2,400 senior executives in the United States and around the world, we screen the technology landscape to identify hard to find, best-of-breed, early stage business solutions and present them to relevant decision-makers in targeted industry verticals across corporate America to create efficiencies and optimize productivity. For more information, please visit [www.useunicorn.com](http://www.useunicorn.com) or contact CEO John Aggrey at 202-460-1150 or [jwaggrey@useunicorn.com](mailto:jwaggrey@useunicorn.com).

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