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**The Training Associates Named Top Learning Provider
For Fourth Consecutive Year**

HRO Today Recognizes Trainer Consulting Specialist As Learning Solutions Leader

Westborough, MA – February 10, 2010 - The Training Associates (TTA), the leading trainer solutions and consulting specialist, today announced that for the fourth year in a row, HRO Today has selected TTA for its prestigious Baker's Dozen in Learning list, an annual award which recognizes the top learning solutions providers who utilize industry-leading best practices.

Maria Melfa, President of TTA, said, "It is an honor to be recognized by HRO Today for the fourth consecutive year as a top learning provider. As we learned from this past year, our customers were not only concerned about cost but service and organizational factors were major drivers when selecting a partner to deliver top learning solutions. It is extremely gratifying to know that our customer feedback was an important consideration for our selection as an award recipient."

Ranking Methodology: Buyers were asked to participate in an online, anonymous survey regarding their experience with their current service provider. The survey instrument measured user satisfaction along with breadth and quality of service and deal size, as well as other factors.

About The Training Associates

As the largest trainer provider and only company specializing in trainer solutions and consulting, TTA has been trusted since 1994 by all types and sizes of companies worldwide for expert IT and professional business skills instructors. By relying on TTA, clients receive 100% guaranteed, high quality training delivery, at the lowest prices, on-demand, where and when they wish. They do so with less risk, cost, and overhead than using staff or contract instructors or training providers and thereby significantly increase their training events, sales and profits.

TTA has 2,000 trainer consultants on agreement, taught over 500,000 class-days, and, in addition to the many proprietary courses it teaches, offers over 15,000 standard and custom IT & professional business skills courses. When required, it partners with many other training development, technology & classroom providers to ensure clients receive the best learning experience at the greatest possible value. Leading technology partners include Microsoft, IBM, HP, Novell, Oracle, Cisco, SUN, Adobe, & many more. Learn more at: www.thetrainingassociates.com