

CONTACT:

Linda K. Galloway
Apollo Associates LLC
203 790 1591
lgalloway@apolloassociates.com

**The Training Associates Promotes Maria Melfa
To Company President
Co-Founder Vic Melfa
To Focus on Expansion and Development Efforts**

Westborough, MA, August 7, 2007 — The Training Associates (TTA), the dominant provider of instructor outsourcing, announced today the promotion of Maria Melfa to corporate president. Melfa, who co-founded TTA with Vic Melfa, her father, has served as executive vice president and general manager since the company's founding in 1994. Under the leadership of Maria and Vic Melfa, TTA has consistently and profitably grown its sales 40% annually, and expects over \$25M in revenue in 2007.

As general manager, Ms. Melfa oversaw all company operations, including marketing, sales, trainer development, accounting, and customer service. TTA is the only professional staffing company that specializes in recruiting, developing, managing, and deploying IT and professional business skills trainers. The company offers training for more than 5,000 technology courses, including custom courses for proprietary technologies, and over 600 business skills courses. Technology partners include Microsoft, IBM, HP, Novell, Oracle, and Cisco.

"We started TTA because we identified a huge, unserved market opportunity. Because of our early entry and continued success, TTA is now extremely well positioned to take an even larger share of the highly fragmented, multi-billion-dollar trainer market," said Maria Melfa. "Our dramatic revenue and profit growth is making it possible to ramp up our sales and marketing to increase our brand awareness and to further solidify TTA's position as the largest trainer provider. We've got all the ingredients to capitalize on the tremendous opportunities facing us."

"As my partner for the last 13 years, Maria is highly qualified to assume the role of president," said Vic Melfa, who will continue as CEO. "This transition enables me to concentrate on our long-range financial planning and the development of key strategic partnerships."

Before founding The Training Associates, Maria Melfa held several senior management positions at Vitronix, a \$75 Million systems integrator and training organization. She holds a B.S. in business administration from the University of Massachusetts at Amherst and an M.B.A. certificate from the American Management Association.

About The Training Associates

Founded in 1994, The Training Associates provides IT and business skills instructors to companies worldwide. Its clients and partners include training and outsourcing companies, solution providers, IT manufacturers, universities, staffing companies, and the government. By relying on TTA, customers get guaranteed, high-quality training, at the lowest prices, on virtually any technology or business skill, with less risk and without the overhead costs associated with instructor staffs and without the management and quality control required with contract instructors.

The company's proprietary, on-line, fully integrated TrainerTracker™ system complements its staff of expert trainer solution consultants to rapidly and efficiently develop and deploy Certified TTA Trainers. Currently, over 2000 are on contract with The Training Associates, and more than 500 are deployed

worldwide. Since its founding, TTA has delivered more than 75,000 IT and business skills classes and provided training to more than 500,000 students.

TTA co-founder Vic Melfa, who has more than 40 years of managing and growing technology and training companies, was founder of CompTIA and the IT Training Association.

For more information, call 800 241 8868 or visit www.thetrainingassociates.com.