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**FOR IMMEDIATE RELEASE**

## **The Training Associates Announces 82% Sales Growth and Partner Search**

*Market Dominance of IT Trainer Outsourcing & Solutions Provider Continues To Increase*

**Westborough, MA – June 6, 2008** - The Training Associates (TTA), the privately held provider of IT trainer outsourcing and trainer solutions, recently announced that the company ended fiscal year 2007 with 82% sales growth over the previous year, and grew 70% per year over the last 4 years. The company's gross margins also grew 77% in the same period resulting in record earnings and gross margin percentages. TTA projects 2008 sales well over \$35 million.

Because of TTA's exceptional market position and growth opportunities in a multibillion dollar niche trainer market, the company also announced that it has begun talks with several worldwide strategic partners and private equity groups about a partial or total sale. Such a partnership will enable the company to rapidly scale its unique business model by leveraging the resources of a major player.

Over the last few years, The Training Associates has won major contracts to provide large quantities of trainers in complex training initiatives. These contracts typically were in conjunction with new product or service roll-outs, mergers, and/or workforce changes and involved thousands of students requiring training over short periods of time in many locations. The company was recently recognized by: HRO Today's Bakers Dozen Top Training Outsourcing Companies, TrainingIndustry.com Emerging Leaders, and in the top 1% of Inc. Magazine's Inc. 5000; Fastest Growing Private Companies in the United States.

"Our sales growth is a reflection of our unique business model, a change in market dynamics, and our ability to meet the growing need of companies for qualified IT and business skills trainers," said Vic Melfa, CEO. "In addition to the trend toward outsourcing staff trainers, we're well positioned to increase our dominance of the highly fragmented contract trainer market, which we estimate to be at \$5 Billion."

"Companies are finally recognizing the high fixed costs in maintaining a staff of instructors, and need to reduce these costs" said Maria Melfa, President. "In addition to providing instructor resources only when and where needed, we also offer customers comprehensive training delivery consulting and project management services.

The Training Associates' recently published white paper on the costs associated with staff and contract instructors, the result of 10 years of research, shows that the "total cost" of a \$60K per year instructor can be as much as \$150K per year. TTA's research shows that on average, utilization rates for full-time technical instructors are only 60%.

### **About The Training Associates**

As the largest trainer provider and only company specializing in trainer staffing 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's on-line, fully integrated TrainerTracker™ system complements its experienced staff of trainer solution consultants to efficiently recruit, develop, manage and deploy Certified TTA Trainers for our client's exact needs.

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 10,000 standard and custom IT and professional business skills courses. When required, it partners with many other training development, technology and classroom providers to ensure clients receive the best learning experience at the best possible value. Leading technology partners include Microsoft, IBM, HP, Novell, Oracle, Cisco, SUN, Adobe, and many more.

Committed to giving back to the community, The Training Associates donates five percent of its profits to local and worldwide charities each year.

For more information, call 800-241-8868 or visit [www.thetrainingassociates.com](http://www.thetrainingassociates.com).

For a copy of TTA's white paper, "*Staff & Contract Instructors 2007: Costs, Comparisons and Considerations for Strategic Decision Making*", go to [www.thetrainingassociates.com/whitepaper.aspx](http://www.thetrainingassociates.com/whitepaper.aspx)

For partnership inquiries, contact Rod Robertson, managing partner, Briggs Capital, 781-493-6581 Ext. 202 or [rod@briggscapital.com](mailto:rod@briggscapital.com)

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