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FOR IMMEDIATE RELEASE

The Training Associates Appoints New Business Development Manager

Trainer Consultant & Solutions Provider Hires Bruce Berfield to Manage New Partnerships

Westborough, MA – October 5, 2009 - The Training Associates (TTA), the largest trainer consultant and solutions company, announced the hiring of Bruce Berfield as their Manager of Business Development to align TTA solutions with the needs of their clients.

Bruce has over 20 years of successful sales and marketing experience and has been recognized as a top achiever. He was one of the top sales representatives for a local IT solutions provider that provided ERP staffing augmentation and a variety of other solutions based services in several markets. His prior experience includes business development engagements with Fortune 1000 corporate clients such as Fidelity Investments, John Hancock, Verizon, Raytheon, State Street Bank, Pfizer, Wellington Management, EMC, United Technologies, Department of Defense, and many others. He resides in Milford, MA.

Herb Blanchard, Vice President of Sales for TTA said, "Bruce brings to TTA a wealth of human capital management experience. His proven ability to consult with leading companies on their programs and to help them execute on their deliverables will be a great asset for TTA. We're thrilled to have Bruce leading the business development initiatives we have planned for our continued growth."

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 11,000 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. www.thetrainingassociates.com

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