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FOR IMMEDIATE RELEASE

The Training Associates Is Certified Women-Owned

Trainer Staffing and Consulting Company Achieves Added Value Incentive for Clients

Westborough, MA – December 17, 2008 - The Training Associates (TTA), the leader in trainer staffing and consulting services, announced it has sought and successfully obtained women-owned certification through the Commonwealth of Massachusetts State Office & Women Business Assistance (SOMWBA).

“Although we’ve been a women owned firm for several years, the transition of responsibility for daily operations from me to my co-founder and daughter, Maria Melfa, began almost two years ago so that I can allocate more time towards my many philanthropic interests,” explains Vic Melfa, TTA CEO. “The timing of our certification as a women-owned business fits well with the overall succession strategy I developed when forming the company in 1994,” Vic continues. “I’ve no doubt that the traditions of integrity and commitment that earned TTA its SOMWBA certification will continue to shape TTA best practices under Maria’s direction.”

“SOMWBA certification provides us with access to the marketplace from a new perspective,” explains Maria Melfa, TTA Co-Founder and President. “We’ve worked hard to be the preferred trainer solutions provider and fortunate to have experienced such tremendous growth in the past five-years. With this certification, we can further support our Fortune 1000 clients with their various supplier-diversity initiatives by offering qualified trainer solutions,” continues Melfa. “Our sales team and client service associates are looking forward to the new opportunities and partnerships our certification will bring.”

About SOMWBA

The State Office of Minority and Women Business Assistance is a nationally recognized agency within the Massachusetts Department of Economic Development which promotes the development of certified minority business enterprises (MBE), women owned (WBE) business enterprises, and minority non-profit (M/NPO) and women (W/NPO) non-profit organizations. It does this by facilitating their participation in Massachusetts business and economic development opportunities. Specifically, SOMWBA offers services in certification, enforcement, business assistance and advocacy.

As clients’ supplier diversity programs evolved over the years, the need was evident at TTA to become a certified women-owned and operated trainer staffing company to assist with customer compliance regulations. Leading up to the rigorous SOMWBA certification process, companies must plan accordingly and prove that they are at least 51% women-owned and operated at least a year prior to applying.

About The Training Associates

As the largest trainer provider and only trainer staffing and consulting specialist, 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. Leading technology partners include Microsoft, IBM, HP, Novell, Oracle, Cisco, SUN, Adobe, & many more. www.thetrainingassociates.com.