

NEWS RELEASE

Performance Methods, Inc. Featured in Microsoft Leadership Forum Webinar: “CRM: Does It Just Automate Chaos?”

West Tisbury, MA and Atlanta, GA – April 3, 2006: Performance Methods, Inc. will be featured in the upcoming Microsoft Leadership Forum Webinar: “CRM: Does It Just Automate Chaos.” Moderated by Dave Stein, CEO of ES Research, this webinar features an expert panel consisting of firms that have all been heavily involved in the enablement of their sales best practices solutions with CRM technology. Steve Andersen, President and Managing Director of PMI, commented: “It’s always interesting to compare ideas with others in the industry and we appreciate the coordinated efforts of Microsoft and ES Research to conduct this webinar on this most controversial topic. Hopefully, participants will be able to take away ideas and perspectives about their CRM implementations that they can put to work within their organizations and avoid some of the mistakes that have plagued CRM implementations in the past.”

About Performance Methods, Inc. Based in Atlanta, GA, PMI provides consulting and training services to assist clients in the design, development and deployment of customer engagement best practices. PMI’s unique approach provides clients with customized and integrated solutions consisting of sales processes, best practices and consultative selling skills. PMI has been selected by many of the world’s leading corporations as their sales best practices partner and has been widely recognized for the innovation, effectiveness and the strength of its contemporary suite of customized sales performance solutions. PMI creates worldwide client value and coverage through its global partnership with Mercuri International, the world’s largest sales training and development consultancy, and is an active participant and sponsor in the Strategic Account Management Association (SAMA), the world’s largest non-profit community of sales best practices. For additional information on Performance Methods, please visit www.performancemethods.com.

About ES Research Group Based in West Tisbury, Massachusetts, ES Research Group, Inc. (ESR) is a sales research and advisory firm that helps companies evaluate, select, implement and measure their sales performance improvement programs and the companies that provide them. ESR offers a range of premium subscription-based or a la carte analytic and assessment reports, teleconferences and advisory services. ESR is the trusted source for Fortune 500 companies, leading investment firms and sales and training executives around the globe for advice on sales performance improvement. For additional information on ES Research Group, please visit www.ESResearch.com.

Performance Methods, Inc.
April 2006