

NEWS RELEASE

Performance Methods, Inc. Featured in TrainingIndustry.com's Webinar: "How to Measure Sales Training ROI"

Cary, NC and Atlanta, GA – August 23, 2007: Performance Methods, Inc. will be featured in TrainingIndustry.com's webinar: "How to Measure Sales Training ROI." Moderated by Dave Stein, CEO of ES Research, this webinar features an expert panel consisting of firms that have been certified under ES Research's Certified Measurement Program (*ESR/CMP™*). The Certified Measurement Program awards a best business practice certification to sales training companies that undergo a comprehensive review and evaluation process of their performance measurement program, and PMI has been awarded charter member status. 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 TrainingIndustry.com and ES Research to conduct the webinar. Hopefully, participants will be able to take away ideas and perspectives about the importance of measuring sales training ROI that they can put to work within their organizations."

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 TrainingIndustry.com Based in Cary, North Carolina, the Sales Training Community of TrainingIndustry.com is the most credible, timely and most trusted knowledge community focused entirely on strategies, best practices, certification, and emerging trends for Sales Training, targeted specifically to executive decision makers. TrainingIndustry.com provides a facilitated marketplace for the training industry that brings suppliers and customers together to create valued long-term partnerships. For additional information on TrainingIndustry.com, please visit www.TrainingIndustry.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

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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.
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