



NEWS RELEASE

Performance Methods, Inc. Facilitates First Ever Customer/Supplier Collaborative Planning Meeting in Web 3D/Second Life

Atlanta, GA – April 1, 2009: Performance Methods, Inc. has extended the reach of its Collaborative Planning Methodology to include the first ever customer/supplier collaboration in the virtual world of Second Life, a Web 3D environment.

Collaborative Planning, a process for bringing the customer and supplier together at the planning table, is designed to assist the parties in aligning objectives and developing action plans for the creation of mutual business value. Participants in this meeting included Schneider Electric (supplier), IBM (customer), the Grondstedt Group (Second Life subject matter experts) and PMI.

A case study written by Dave Stein, leading industry analyst and CEO of ES Research, has been published in Sales and Marketing Management Magazine. This article, entitled "Giving Your Sales Relationships a Second Life" can be accessed by [clicking here](#).

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 <http://www.performancemethods.com>.

Performance Methods, Inc.
April 2009