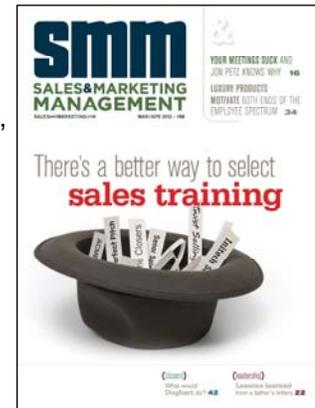


NEWS RELEASE

Performance Methods, Inc. Featured in *Sales and Marketing Management Magazine*: “There’s a Better Way to Select Sales Training”

Atlanta, GA – April 10, 2012: Performance Methods, Inc. has been featured in *Sales and Marketing Management Magazine*. The cover story, *There Is a Better Way to Select Sales Training*, was authored by leading industry analyst Dave Stein, CEO of ES Research, and recognizes PMI’s successful relationship with client Honeywell. Steve Andersen, PMI President and Founder, had this to say:

“It’s always great to receive this type of press and we appreciate Dave Stein’s recognition of our relationship with Honeywell. More and more organizations are selecting PMI as their sales best practices partner, and most of these are in an existing relationship with a more well-known *legacy* provider when they reach this conclusion. PMI’s leadership position in providing customized solutions to industry leaders such as Honeywell is being recognized, and it is refreshing to see how the sales training market is being changed as a result.”



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, MA, 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.