

CLIENT OPINIONS AND TRAININGINDUSTRY.COM PARTNER TO LAUNCH THE DIAMOND DASHBOARD REPORT FOR TRAINING OUTSOURCING

Chapel Hill, NC: February 16, 2009 -

Client Opinions, Inc., and Training Industry, Inc. today announced a partnership to launch the Diamond Dashboard Report, providing the training outsourcing community with industry-leading research that allows professionals to make data-driven decisions.

This partnership between Client Opinions, a leading provider of online market research, and TrainingIndustry.com, the world's leading portal for training resources and information, combines the objective, proven research methodology of Client Opinions with Training Industry's deep vertical expertise. The end result will be to provide the training marketplace with industry-leading research that will arm buyers and providers of training products and services with the insights and information they need. The Diamond Dashboard Report for Training Outsourcing is the first study for the partnership and focuses on providing a deep understanding of the brand images and perceptions of the top training outsourcing firms and uncovering the key factors that drive buyer behavior for training outsourcing.

"The training industry is experiencing significant change during this rough economic downturn," said Ken Taylor, Chief Operating Officer of TrainingIndustry.com.

"Outsourcing of key knowledge processes, like training, is becoming increasingly acceptable as a means to refocus or resize your organization. The nature of these deals is transforming to include not only comprehensive initiatives, but also task- or topic-based opportunities. Training organization leaders and service providers alike have a growing need to support their purchasing decisions with data. Partnering with Client Opinions enables us to make available high-quality brand research to all of our clients."

Rick Thompson, Executive Vice President of Client Opinions, said, "It is my pleasure to join forces with the TrainingIndustry.com team. We spent a great deal of time with training buyers and providers to develop a unique and powerful methodology for capturing and analyzing information about the training industry. The result is the Diamond Dashboard report, which provides detailed insight into buyer behavior as well as attitudes and perceptions towards major training outsourcing companies. We are not aware of any study in the industry that provides this level of detail and insight, especially in its ability to benchmark companies against industry performance metrics such as: brand awareness, brand image, purchase intent, purchase, and customer loyalty."

Visit <http://www.clientopinions.com/pages/87/Industry-Research-/> to learn more about the Diamond Dashboard. For more information about Client Opinions, Inc. see www.clientopinions.com and www.trainingindustry.com for TrainingIndustry.com.

About Client Opinions, Inc.

Client Opinions focuses on ensuring customer research is a proactive and ongoing part of the way a company does business, anticipates problems, capitalizes on opportunities and builds enduring customer relationships. The company blog, "[Headlights and Insights](#)," shares thoughts on how online research helps businesses gather market-centric insights that results in better business decisions.

About Training Industry, Inc.

Training Industry, Inc is a Cary, NC-based company with a mission to create a more efficient marketplace for learning. Training Industry Inc. provides a variety of services to buyers, suppliers, and professionals in the training industry under: Training Industry Quarterly (online ezine), TrainingIndustry Conferences, TrainingIndustry Research, TrainingIndustry Webinars, and TrainingIndustry.com Learning Communities. TrainingIndustry.com is the world largest online portal focused on the training industry, where learning leaders can access information and intelligence, and can find companies that can help them deliver on their company's learning objectives.

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