



**PRESS RELEASE
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BEST IN WORLD COMES TO ASIA

SINGAPORE, 21 NOVEMBER 2007: Today at the 2007 Contact Centre Association of Singapore Symposium, Bill Lang International announced a strategic alliance with Training Edge International to make available its performance development solutions used by the leaders from the world's best contact centres.

The Scores on the Board™ system has been available in Europe and the Middle East & Africa (EMEA) for the last 5 years and has helped multi-national companies achieve their performance goals faster in areas that include employee engagement, employee retention, innovation, customer service and sales. In 2006 and 2007 organisations using the system won awards which included the Best Contact Centre in the World, the Best Centre in Australia and the Best Team Leader in Asia-Pacific and a People and Innovation award.

Bill Lang, Founder and CEO of Bill Lang International said, "We have been looking for a world class partner in the region that can serve multinational and large national organisations operating throughout Asia. The commitment of Training Edge International to client performance improvement and its footprints covering China, Hong Kong, India, Malaysia, Taiwan, Singapore and Sri Lanka makes it a perfect partner to deliver our performance improvement solutions."

Dave Phua, Founder and Managing Director of Training Edge International also said, "We are excited to make available world class performance improvement solutions like Scores on the Board™ to our clients and other organisations committed to maximising the development and performance of their people."



About Bill Lang International: Bill Lang International helps people maximise their success in the world of business through simple to use performance development solutions. The performance development solutions incorporate practices used by industry leaders including firms like GE, McKinsey & Company, KPMG and Harvard Business School. Over 10 million people have used their solutions to drive performance improvement and professional development inside Fortune 1000 corporations. Client organisations operate in over 50 countries.

About Training Edge International: Training Edge® International is head quartered in Singapore and provides a holistic range of cutting edge training and management development programs to help organisations in the Asia Pacific Region optimise the development of their human capital. Clients include many multi-nationals and public service organisations that operate in Hong Kong, India, Malaysia, Taiwan, Singapore and Sri Lanka.

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