



HOLDEN INTERNATIONAL CERTIFIED AS BEST IN CLASS SMARTCHOICE™ SOLUTION PROVIDER

DELRAY BEACH, FL, January 20, 2011 —

AC Growth, the only research-based advisory and analyst firm focused solely on assisting sales, marketing and C-Team executives achieve and create sustained growth for their organizations, today announced Holden International as a Certified “Best In Class” Smartchoice™ Solution Provider in Sales Performance Effectiveness.

“By receiving this certification, organizations looking to acquire sales training services can rest assured they are partnering with an industry-leading provider in Holden International,” said Mike Cooke, CEO of AC Growth. “Holden’s ability to deliver outstanding solutions, unparalleled client support and impactful results were the basis for awarding the unique distinction of Best In Class Provider-- our highest rating afforded to any solution provider.”

“Throughout our 32 year history, our focus and passion have been on helping our clients better serve their own customers, defeat their competitors, and improve their profits, all through better sales force performance,” said Ryan Kubacki, President of Holden International. "It is time to elevate the sales profession and its role as a competitive advantage for companies. This in part can be done through better research and insight provided by world class advisory firms like AC Growth. We thank them for their work and for this honor."

The Smartchoice™ methodology is a rigorous evaluation process focusing on four core areas: Client Support; Cost of Ownership; Functionality; and Capability. Companies which receive a superior rating in all four focus areas receive the Smartchoice™ Program certification. By selecting a Smartchoice™ provider, organizations looking to acquire products and/or services will be choosing from industry-leading providers who offer groundbreaking solutions to their unmet needs.

About AC Growth

AC Growth is a research-based advisory and analyst firm that guides C-level, sales and marketing executive teams to long-term success. The company offers an extensive portfolio of research documents and comprehensive advisory support, which, when combined, provide cutting-edge research and strategic insights for achieving sustained growth. For more information, go to <http://www.acgrowth.com> or call (561) 865-5017.

About Holden International

Recognized as the pioneer of the sales methodology industry with the introduction of Power Base© Selling in 1979, Holden invented the category of "Compete Sales Strategy" and is uniquely able to provide insight into competitive deals with a coachable and sustainable approach that makes how you sell-- rather than what you sell-- a nontraditional competitive advantage. Holden has continued to innovate, and today offers B2B organizations and sellers its new PowerBase® Compete Strategy integrated platform of “competitive must-win” deal coaching, sales training, sales manager coaching, and software and e-learning reinforcement.

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