



PRESS RELEASE

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Ryan Kubacki Named President of Holden International

Holden International, the pioneer and innovative leader in sales process improvement, announces the appointment of Ryan Kubacki as President to drive a new era of growth and development while maintaining a continued focus on Holden's core values of quality, integrity, innovation and devotion.

"Companies leading in this hypercompetitive global market are building upon traditional strengths of product, business model, and brand, by making sales and customer relationship superiority their most sustainable competitive advantage," said Ryan Kubacki, President, Holden International. "Holden's proven track record over the last almost 30 years combined with its platform of consulting services, training, software and executive search, make Holden uniquely qualified to enable organizations to reach their sales potential."

Mr. Kubacki was recruited from Microsoft Corporation, where during his tenure he held global sales and marketing leadership roles in both the field and headquarters, including most recently, as Business & Marketing Officer for the US Central Region where he directed sales operations and field marketing for a territory with \$1.4 billion quota. Prior to Microsoft, Mr. Kubacki was Vice President of Sales & Marketing at Calypso Systems and started his career at A.T. Kearney, a global management consulting company where he specialized in sales and marketing effectiveness.

"Ryan's global experience in driving sales and marketing discipline in all sizes of companies, from large to mid-market, combined with his strategic insight and thought leadership, make him the right executive to lead Holden into a new era of growth. His leadership will enable Holden to impact many more clients' success while solidifying Holden's position as the world's leading sales effectiveness consulting firm," said Jim Holden, CEO & Founder, Holden International.

Mr. Kubacki received an MBA from the Harvard Business School and an undergraduate degree in Government from Harvard College.

About Holden International

Founded in 1979, Holden International is the leading sales effectiveness consulting firm that provides innovative thinking to drive sales achievement for client organizations and sales professionals around the world. Recognized as the pioneer of the sales methodology industry with the introduction of Power Base[®] Selling, Holden has continued to innovate and today offers clients an integrated platform of consulting



services, training, software, and executive search to make sales and customer relationship proficiency a sustainable competitive advantage. Holden has worked with over 550 enterprise and mid-market companies and 300,000 sales professionals in twenty-five countries to increase sales revenue and profit margins, improve customer loyalty, shorten sales cycles, and build pipeline.

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