



PRESS RELEASE

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HOLDEN INTERNATIONAL LAUNCHES NEW AND IMPROVED EFOX™ SOFTWARE SALES SOLUTION

Holden International, the pioneer and innovative leader in sales process improvement, has launched a new and improved version of efox, the industry's premier software sales solution for sales professionals. One of the first to introduce sales software to the market, Holden originally launched efox in 2000 to ignite an organizations ability to install and reinforce critical sales behaviors that drive achievement.

“This new and improved version of efox is an important component of the Holden sales achievement platform and will increase user adoption of sales methodology, drive sales leadership coaching effectiveness, and improve forecast accuracy. This new version is very easy to use and its graphical nature reduces the administrative burden on reps, therefore increasing productivity,” says Ryan Kubacki, President, Holden International.

The new version of efox was recently named one of the “12 Coolest CRM Additions” by *Selling Power Magazine* thanks to its graphically-intense and intuitively simple user interface and its easy integration with CRM packages. Efox provides coaching insight through advanced analytics and is highly mobile as it can be accessed both in and out of the office. Efox is available now in Team, CRM and Personal Editions.

“Efox was built for sales professionals by sales professionals who are devoted to improving user adoption. This software is the result of almost 30 years of experience in driving sales achievement,” says Matt Martin, Vice President Market Strategy, Holden International and the executive in charge of efox. “By providing the client with continual access to Holden’s Power Base methodologies and forecasting capabilities, we can ensure guided implementation to maximize their sales achievement.”

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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