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For Immediate Release

COMPETENET PARTNERS WITH INTERACTION IMPROVEMENT, LLC

ALPHARETTA, GA – JULY 27, 2005 – CompeteNet, Inc., an Alpharetta, Georgia-based leader in simulation-based training systems, has inked a partnership with Interaction Improvement LLC of Los Angeles and Washington, DC, to provide a new training solution for companies committed to enhancing customer loyalty. By combining the intellectual property and subject matter expertise of Interaction Improvement with the simulation technology and learning methodologies of CompeteNet, an experiential learning environment will be brought to bear on frontline, customer-facing personnel.

"By joining together, Interaction Improvement and CompeteNet will better assist Fortune 1000 firms to maximize profitability," said Bentley Radcliff, CompeteNet's CEO. "This partnership will help change individual employee behavior, improving on the 'soft skills' necessary for customer interaction. Interaction Improvement and CompeteNet will combine to make employees masters of customer-centric communication."

Interaction Improvement's Customer Interaction Excellence (CIE) is a program whose methodologies have been implemented at companies such as HP, the World Bank, small businesses and non-profit organizations. It helps clients grow by providing customer loyalty programs aligning staff performance with customer expectations. This way, companies stay more competitive by retaining existing customers rather than securing new customers.

The combined offering will utilize distance learning via online simulations, and enhances both companies' solutions with real-time assessment. CompeteNet's SimMastery technology allows seamless integration of the Interaction Improvement product, enhancing the ROI of pre-existing training. Interaction Improvement opens CompeteNet to a new market and customer base.

"We're excited about joining SPBT as an industry partner. Our solutions have had a significant impact in addressing the challenges trainers face with improving their sales force behavior and ROI. SPBT members will experience how compelling, easy-to-implement, and customized our solutions can be, enabling them to compete more effectively and ultimately win more often," said Bentley Radcliff, CEO and Founder of CompeteNet. "This partnership is all about the customer," said Owen Plant, CEO of Interaction Improvement, LLC. "A successful company must train its staff to make sure each customer is satisfied every time they encounter the company - whether through the sales department, accounts receivable, or customer service staff. The partnership of CompeteNet and Interaction Improvement makes that possibility a reality."

About Interaction Improvement

Since 1986, Interaction Improvement has been pioneering the use of multimedia simulation learning systems to improve business performance. The company improves revenues and profitability by applying the principles of improved human interaction to the critical "touchpoints" between the business and its customers. Interaction Improvement developed the *Customer Interaction Excellence*

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program, of which the simulator is a key component, and delivers human interaction solutions to customers as large as Hewlett-Packard and the World Bank, as well as smaller business and non-profit organizations. For more information, visit www.interact-improve.com.

About CompeteNet

Founded in 1996, CompeteNet (www.competenet.com) is a leading provider of customized sales productivity enhancement solutions that combine simulation training and competitive intelligence tools. By integrating simulation technology with sales expertise, CompeteNet helps increase revenue through more effective education and utilization of direct and channel sales forces. CompeteNet programs impact sales behavior through experiential learning environments, improving Return on Investment in Sales Education (RISE). Solutions are customized for each customer's situation, combining industry expertise, sales performance experience, and leading edge technology.

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