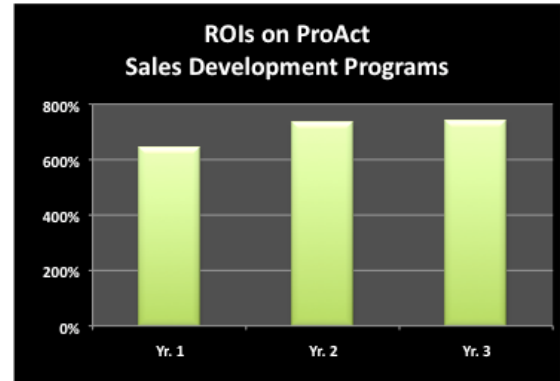


ProAct Sales Programs Achieving Outstanding ROIs

Fort Lauderdale, FL
December 12, 2008



ProAct Business Development, USA, today announced the outstanding results being achieved by its sales programs. These programs are consistently delivering sales velocity for our clients with great returns on their modest cost. First-year ROIs are averaging approximately 600%.

A sales effectiveness program recently completed for one of its clients, a premiere global telecommunications company, delivered a 52% uptick in sales funnel activity within four-months.

Highly regarded in the industry for its business value selling approach and unmatched, live and e-enabled sales simulations, ProAct helps clients develop, reinforce and build confidence applying the critical sales skills required in today's cost-competitive environment.

In an interview today, René Zaldivar, ProAct's Chief Executive Officer, explained: *"We help ProAct clients reach their revenue objectives by approaching their customers differently - by quantifying the business value they bring and engaging customer executives in the conversations they really care about: 'how their offers will positively impact business results'. At ProAct, we practice what we preach and we work closely with our clients to track the measurable value we deliver via our sales improvement programs. Our clients' own sales tracking data reveals that we are delivering dramatic improvements in sales velocity and performance with outstanding ROIs".*

About ProAct Business Development

ProAct Business Development, LLC is a global sales consultancy specializing in helping sales organizations reach their objectives by transforming the way they sell. ProAct assignments have produced outstanding business results yielding clients ROI's in excess of 600% within the first year. Additional information about ProAct, products, and services is available at www.proactbd.com or by calling +1 (954) 537-9277 in the USA or +44 (0) 1425 485180 in Europe.