

WILSON LEARNING EUROPA EXPANDS FOOTPRINT WITH NEW DISTRIBUTORSHIPS IN THE GULF AND MIDDLE EAST

Beaconsfield, Buckinghamshire, UK. — February 6th, 2008 — Wilson Learning Europa - pan-European arm of Human Performance Improvement provider Wilson Learning Worldwide - has formally expanded its operations into the Gulf and Middle Eastern region through new distributorship operations in the United Arab Emirates, Kuwait and the South East Mediterranean.

"Wilson Learning Europa is excited to be further expanding its footprint across the EMEA Region," remarks Mike Poulson, President of Wilson Learning Europa. *"From our UK foundation in 1978, Wilson Learning Europa now has local presence in more than 30 countries across EMEA, delivering the high quality human performance improvement solutions which Wilson Learning is known for across country, language and cultural barriers."*

**for immediate
release**

Heading up **Wilson Learning UAE** in Dubai is Stephan Melchior. Previously, Stephan has worked in large multi-national companies in various areas of Marketing and Training and as a senior in-house facilitator. Stephan has facilitated large scale initiatives in the automotive machinery industry and other industries. He has experience working and teaching in many countries including Saudi Arabia, Sudan, Bahrain, UAE, Egypt, Morocco, Western Europe and the USA.

Melchior comments *"We are establishing this local office at just the right time. Over recent years organizations in this market have come to realize they need more than product and service quality alone to differentiate themselves."* Melchior continues; *"We are committed to helping local and international clients strategically implement Human Performance in order to achieve their business goals in this rapidly growing market."*

press contact

Wilson Learning also announces a new Distributor in Kuwait, 'Optimal Solutions', led by Dr. Salwa Al-Sharqawi. Salwa's career history since 1984 includes various roles in corporate training, marketing and human resources. Her educational achievements include a PhD in Work Values from the School of Business & Banking studies – University of Wales, UK. She also holds an MBA in Marketing & Human Resources.

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Al-Sharqawi comments: *"Optimal Solutions' close relationship with Wilson Learning - one of the most successful human performance improvement providers in the world - is the most valuable resource we can utilize to offer the best quality solutions for our clients locally."*

Completing the trio, we are very excited at the establishment of **Wilson Learning South East Mediterranean (SEM)** covering the markets of Egypt, Lebanon, Syria & Jordan. Wilson Learning SEM is a joint venture between 'Team Management Consultants' in Greece, a Wilson Learning distributor for six years, and 'interFRONTIERS interKNOWLEDGE Ltd' in Cyprus, a human performance improvement provider representing TEAM Management Consultants in Cyprus since 2003.

Dr. Yiorgos Mandes, co-founder and Managing Director of Team Management Consultants comments; *"I strongly believe that Wilson Learning SEM will provide solid and integrated solutions to organizations within this region, contributing significantly to their performance improvement"*.

Lenia Lacovides, founder and Managing Director of interFRONTIERS, adds; *"We are very confident that, based on our experiences and successes of developing business in these markets, we will be instrumental in helping Wilson Learning SEM penetrate the Human Performance Improvement market in Egypt, Jordan, Lebanon & Syria"*.

About Wilson Learning – Improving Performance Through People

Wilson Learning Worldwide is a global leader in Human Performance Improvement solutions for the Global 2000, Fortune 500 and emerging organizations worldwide. With operations in over 40 countries worldwide, including Japan and the United States, incorporating over 25 languages, the company creates synergy between people and business strategy through an extensive range of world-class solutions focusing in leadership, sales and individual effectiveness. Its integrated offerings include: strategy alignment consulting, descriptive and evaluative assessment services, world class process and skills content, and technology enabled solutions. More information about Wilson Learning is available online at www.wilsonlearning.com or by calling **+44 (0)1494 678 121**.