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NEW ONLINE, JUST-IN-TIME COACHING AND TRAINING SOLUTION DELIVERS BLENDED LEARNING

Corporate Visions chooses Brainshark Inc. as its platform for delivering PowerPlays™

Incline Village, NV – December 19, 2008 – Moving marketing messages and sales training content from headquarters to the frontline is critical for making sure your messages and tools are used in the heat of selling situations and having the desired impact on customer buying cycles.

Corporate Visions® Inc., the leading provider of messages, tools and training products and services for increasing marketing and sales effectiveness, announces the launch of PowerPlays™, an e-learning platform for providing sales people with online, just-in-time access to content and curriculum, including the ability to access this information from mobile, hand-held devices.

PowerPlays™ enable Corporate Visions and its clients to quickly develop online coaching modules for pushing marketing messages, sales tools and training skills to sales people – when and where they need it. “Imagine creating your field messages, developing best-practices sales support, and deploying all of it online, quickly without media expertise or IT support,” says Diane Emo, Senior Vice President of Products and Learning at Corporate Visions. “That’s the kind of impact and speed companies are looking for to keep succeeding and selling right now.”

“Corporate Visions helps companies deliver differentiated customer conversations with its Power Positioning™ message creation approach and Power Messaging® message delivery training. The new PowerPlays™ e-learning system will improve our clients’ ability to launch and reinforce all of their new messages, tools and training,” says Joe Terry, President of Corporate Visions. “Your content needs to be used to increase impact. We’re helping clients make sure that happens.”

Partnering with the Leader in On-Demand Presentations

As part of the PowerPlays™ launch, Corporate Visions also announces a partnership with Brainshark Inc. as the technology platform. Brainshark is the leading software-as-a-service provider for on-demand presentations.

“Corporate Visions is staying on top of the latest trends in blended learning to help its customers integrate marketing and sales efforts and extend the impact of their messages, tools and training in real-world practice, not just theory,” says Joe Gustafson, CEO and Founder of Brainshark Inc. “We are pleased to be the technology engine that helps make this communication faster and more cost-effective than ever before, along with providing the ability to test, track and measure the results.”

About Brainshark (www.brainshark.com)

Brainshark is the leader in on-demand presentations, transforming static business content into high impact communications with the people who most influence your business. Delivered via Software-as-a-Service (SaaS) Brainshark lets audiences access and engage with business content when and how they want. More than 800 companies – including a third of the Fortune 100 – rely on Brainshark software and services to help sales, marketing, training and HR experts cost-effectively deliver measurable results to their organizations. For more information, visit www.brainshark.com.

About Corporate Visions (www.corporatevisions.com)

Corporate Visions helps companies differentiate themselves from their competitors – where it counts, in their customer message. The Corporate Visions Customer Message Management™ system helps companies create, deliver and sustain messages in a way that creates a differentiated customer experience at the point of sale. Corporate Visions works with globally recognized companies such as MasterCard, ADP, CareerBuilder, IBM, Fidelity, Volvo Trucks, CA and many more. Corporate Visions provides marketing and sales messaging consulting, training and products. For more information contact us at www.CorporateVisions.com or by calling 775-831-1322 or 800-360-SELL.

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