



ASHER TRAINING, INC. MERGES WITH DRIVEN SALES & MARKETING

Washington, D.C. (February 5, 2007) - Asher Training, a Washington, D.C. based full-service sales training firm, announced it merged with Driven Sales & Marketing, a Maryland based boutique marketing firm. The result of the merger expands Asher Training creating an internal marketing division called DRIVEN, which will operate from an office near Baltimore, Maryland.

"The synergies between both companies were obvious to us after working together as strategic partners for over a year," said John Asher, Asher Training's chairman and CEO. "We now have stronger products to offer both client bases."

In recent years, Asher Training has successfully aligned itself with strong strategic partners to offer clients a vast array of experts in fields relating to sales training. "Strategic branding plans and marketing collateral development remained a core need with our clients," said Asher, "and now we have the capability to provide that solution within Asher Training."

Driven Sales & Marketing, Inc. specializes in providing strategic marketing plans for small to medium-sized companies. "Driven was ready for growth and merging with Asher Training was the best fit for us," said Kyla O'Connell, Driven Sales & Marketing's president. "Merging Driven into Asher Training was a win/win for everyone, especially our clients," said O'Connell.

Established in 1996, Asher Training, Inc. is located on Pennsylvania Avenue in Washington, D.C. The full service sales training firm specializes in training and coaching C-level executives, sales managers and top salespeople in strategic sales, marketing and business development best practices worldwide.

ASHER TRAINING NAMES KYLA O'CONNELL AS EXECUTIVE VICE PRESIDENT

Washington, DC. (February 5, 2007) - Asher Training, a Washington, D.C. based full-service sales training firm, announced it has named Kyla O'Connell as its Executive Vice President.

O'Connell was formerly the president of Driven Sales & Marketing, Inc., a Maryland-based boutique marketing firm that merged with Asher Training in January 2007. "Ms. O'Connell will oversee the newly created marketing division, to be called DRIVEN, that resulted from our recent merger with Driven Sales & Marketing," said John Asher, Asher Training's chairman and CEO.

In addition to her responsibilities with the new marketing division, O'Connell will also manage the marketing and sales departments of Asher Training. "I am excited about the growth potential of Asher Training, and looking forward to working with and contributing to the Asher Training team," said Kyla O'Connell.

ASHER TRAINING ADDS NEW MARKETING DIVISION - DRIVEN

Washington, D.C. (February 5, 2007) - Asher Training, a Washington, D.C. based full-service sales training firm, announced it has added a new marketing division to its service and product offering. The new division is called DRIVEN.

DRIVEN will provide small to medium-sized businesses with strategic marketing plans, public relations services, corporate branding and marketing collateral development. Asher Training's executive vice president, Kyla O'Connell, will head the new division. "The new products and services will fit in perfectly with the needs of Asher Training's current client base," said O'Connell.

In recent years, Asher Training has successfully aligned itself with strong strategic partners to offer clients a vast array of experts in fields relating to sales training. "Strategic branding and marketing collateral remained a core need with our clients," said Asher, "and now, through DRIVEN, we have the capability to provide that solution within Asher Training."

Established in 1996, Asher Training, Inc. is located on Pennsylvania Avenue in Washington, D.C. The full-service sales training firm specializes in training and coaching C-Level executives, sales managers and top salespeople in strategic sales, marketing and business development best practices worldwide.