

FOR IMMEDIATE RELEASE

MARCH 3, 2008



ASHER TRAINING, INC. ANNOUNCES NEW BRAND ASHER | GLOBAL LEADERS IN SALES STRATEGIES

Washington, D.C. (March 3, 2008) - Asher Training, a Washington, D.C. based full service sales training firm, announced today its new brand and name change to ASHER | Global Leaders in Sales Strategies. The result of the new brand allows the company to expand its' services, offering a broader base of sales solutions to customers.

"The scope of services we provide our clients includes robust solutions rather than simply sales training and therefore, we felt it was time that our name represented a full-solution company," said John Asher, ASHER's chairman and CEO.

Last year, Asher Training successfully merged with a boutique marketing firm which started the expansion of services. Since then Asher Training added strategic marketing, collateral design, aptitude assessment services, strategic planning and sales process workshops to its offering. "Although training is still the main service we offer, it is only a portion of the full sales improvement solution," said Asher.

The new brand includes a new website at www.asherstrategies.com. "When people visit www.asherstrategies.com they will see a modern and refreshed look and approach to sales and marketing solutions," said Kyla O'Connell, Executive Vice President of Sales and Marketing.

The name change and new website officially launch March 3, 2008.

About ASHER:

Established in 1996 as Asher Training, ASHER is located on Pennsylvania Avenue in Washington, D.C. The full service firm is a global leader in developing sales strategies to increase profits and decrease turnover. ASHER specializes in sales and marketing education, strategic planning facilitation and business development workshops. Visit www.asherstrategies.com for additional company information.

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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.