

PRESS RELEASE

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CONTACT: Barron Bixler, Director of Marketing • 415.816.2743 • barron.bixler@3gselling.com

3g Selling™ Welcomes New Business Development Director Scott Loux Joins the 3g Selling™ Team



SANTA ROSA, CA (February 1, 2010) —3g Selling™ is pleased to welcome Scott Loux, MBA as the company’s new Business Development Director. In this role, Loux will be responsible for forging relationships and generating new business opportunities for 3g Selling™ within the United States and Canada.

Loux brings to the 3g Selling™ team 30-plus years of selling experience that includes distinguished tenures at organizations such as IBM, Cingular, the Atlanta Olympic Committee and, most recently, On Target/Siebel.

“Driving client revenue growth and earning client loyalty are paramount in every engagement,” says Loux. “The client’s success is my primary metric. I’m looking forward to leveraging my experience in the sales training industry to help 3g Selling’s™ customers find and implement the training solutions that will help their sales reps and managers sell successfully in today’s tough economy. When they see the huge leap forward that 3g Selling™ has made in the delivery of live virtual sales training experiences, I know they’ll be blown away.”

3g Selling™ has been expanding its team to keep pace with the rapid growth of its business since launching in early 2009. Loux’s addition to the 3g Selling™ team complements other additions to director-level staff in fall 2009 in the areas of marketing and product development.

“Scott is well respected by customers, peers and past employers,” said Beverly Lock, Principal at 3g Selling™. “The combination of Scott’s experience and reach within our market, his passion for selling and his strong work ethic—along with his incredible enthusiasm for what we are doing at 3g Selling™—is a perfect fit for the organization, and will allow him to deliver the level of expertise, service and value our customers deserve.”

Scott can be reached at Scott.Loux@3gSelling.com, or 678.296.2464.

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