

## **The TAS Group Signs Strategic Relationship With Affinitiv**

### ***Leader in Sales Effectiveness Partners With Fast Growing Global Boutique Consultancy to Broaden Global Presence, Customer Support***

SEATTLE, May 21, 2007 — The [TAS Group](#), the world leader in sales effectiveness solutions, today announced a strategic partnership with Affinitiv, one of the world's fastest growing boutique consulting companies.

Affinitiv is a dynamic boutique services company providing solutions to clients using its world-class client engagement and project management expertise. Affinitiv has offices around the world in Dubai, Singapore, Hong Kong, Germany, Serbia, as well as U.S. locations in Los Angeles and New York.

Under this strategic partnership, Affinitiv has dedicated a number of its senior consultants to providing best-of-breed sales effectiveness solutions to their clients utilizing the products and services of The TAS Group. Affinitiv and The TAS Group have already collaborated to provide sales effectiveness solutions to companies such as MTC Vodafone in Bahrain, Oger Systems in Saudi Arabia and du in Dubai.

“By extending the Affinitiv Partner Network – a select group of best of breed industry partners – Affinitiv’s goal is to ensure our customers succeed in growing their businesses,” said Zoran Vasiljev, CEO of Affinitiv. “I’ve personally used Target Account Selling® throughout my career, and I’m excited to be able to provide the complete range of solutions from The TAS Group to support our clients’ growth plans. The unique combination of sales methodology, sales process and technology solutions will enable us to provide our clients with solutions that help them to achieve sustained, profitable and predictable revenue growth.”

“Affinitiv is a very special organization and provides The TAS Group with extended reach in Asia, the Middle East and other regions,” said Donal Daly, CEO of The TAS Group. “The quality of service it provides is extraordinary and we’re delighted that it has partnered with us. Affinitiv will leverage its own considerable expertise to deliver our complete range of opportunity management, account management and channel management sales effectiveness solutions to its corporate clients.”

#### **About Affinitiv ([www.affinitiv.com](http://www.affinitiv.com))**

Affinitiv is leading a new breed of “Networked Companies.” Affinitiv is a Dynamic Boutique Services Company providing solutions to clients using its world-class Client Engagement and Project Management expertise and the Affinitiv Partner Network [APN], a branded membership network consisting of the best in our industry. Affinitiv also leverages the Affinitiv Investor Network [AIN] and the Affinitiv Talent Network [ATN] to further extend its offerings, expertise, and market reach for its clients. Affinitiv offers Business Strategies and Technology Consulting through its presence in North America, Europe, the Middle East and Asia. Clients engage Affinitiv to get Outstanding Service, an Outstanding Solution, and access to the best in the industry.

#### **About The TAS Group ([www.thetasgroup.com](http://www.thetasgroup.com))**

The TAS Group helps companies achieve predictable, profitable and consistent revenue growth through the combination of sales methodology, sales process and enterprise-class technology. The TAS Group has helped over 400,000 sales professionals succeed and as a global company, serve global and local companies in all major global economies with native language speaking, culturally attuned, sales effectiveness experts. The TAS Group solutions are available in up to 14 languages. The TAS Group integrates proven sales methodologies with DealMaker – the most advanced technology platform for sales effectiveness and is the only sales effectiveness company with a continuous multi-million dollar investment in its own dedicated sales effectiveness methodology and technology R&D center. The company is headquartered in Seattle, with international headquarters in Dublin, Ireland.

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