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**Aptara and TMA World Announce Strategic Alliance to  
Provide Innovative Distance Learning & Talent Development Solutions**

**Falls Church, VA – May 27, 2009** – Aptara, Inc., a global leader in integrated content transformation and [custom content development](#) solutions, and TMA World, a leader for over 15 years in developing talent for the global workplace, today announced a strategic alliance to provide innovative new solutions for distance learning and talent development.

Together, Aptara and TMA World offer a unique combination of thought leadership and execution in the field of distance learning and talent development. The partnership provides customers new options for building agile, customized solutions for all their training and development needs, based on a rapid, best-cost development methodology and a globally deployed workforce.

“We are pleased to join forces with such an accomplished and successful training partner” said Dev Ganesan, President and CEO of Aptara. “TMA World pioneered online tools such as the [Country Navigator](#) for understanding, analyzing, and managing cultural profiles and differences. TMA World was also an early adopter of *virtual classroom technology*. Our strategic partnership is a natural fit and benefits customers by providing skills development in highly effective online formats.”

Chris Crosby, founder and CEO of TMA World, added that “We recognize that there is a revolution going on in developing global talent, namely finding innovative, cost-effective ways to develop and deliver customized, high quality training to a global workforce. Aptara’s long expertise with digital learning solutions will allow our customers to vastly extend market reach using very cost-effective methods.”

The Aptara and TMA World alliance offers customers strategic consulting, cost effective custom development services, and cutting-edge solutions to develop talent in a dispersed, complex, fast-moving world. For example, the powerful *GlobalTeam Navigator* was released to coincide with the publication of Terence Brake's radical new instructional soap opera, '*Where in the World is my Team?*' [www.whereintheworldismyteam.com](http://www.whereintheworldismyteam.com).

On June 3, 2009 Country Navigator version 3.0, TMA World's cultural profiling and analysis tool, is to be released.

### **About Aptara**

Aptara provides [Knowledge Process Outsourcing](#) (KPO) solutions that deliver significant gains in cost, quality and time-to-market for learning content producers and publishers. Its comprehensive portfolio includes market-leading [Learning & Performance solutions](#)— from custom content creation to learning administration services. Using industry-standard as well as custom processes and technologies, Aptara's solutions enable effective knowledge transfer and performance improvement. Aptara builds content in reusable formats for deployment across interactive eLearning simulations, websites and wikis, PDAs, Electronic Performance Support Systems (EPSS) and classroom materials. Aptara is a US-based company with over 3,700 professionals deployed globally, serving leaders in the Technology, Telecom, Publishing, Professional Services, Financial Services, Retail and Educational markets. For more information, visit [www.aptaracorp.com](http://www.aptaracorp.com)

### **About TMA World**

For over 15 years, TMA World has been a leader in developing talent for the evolving global workplace. TMA World works with international organizations across 35 countries to help them to generate competitive advantage through the development of their people. Solutions typically include organization-wide talent development or skills-based training solutions. In both cases, a full range of options is offered, including both virtual and face-to-face classrooms, online tools, and e-learning. Using a combination of an extensive global network of consultants and a centralized Customer Relationship Team, TMA World is able to ensure the smooth international rollout of training initiatives with consistent learning objectives and quality across the world.

For more information on TMA World and its services please visit [www.tmaworld.com](http://www.tmaworld.com) or contact Claire Lyell, Director of Strategic Partnerships and Alliances, at [clyell@tmaworld.com](mailto:clyell@tmaworld.com) or +33 (6) 0886 6041.

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