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**iTRAIN JOINS IBT TECHNOLOGIES' RESELLER PROGRAM**

**July 10, 2000** - Austin, Texas---IBT Technologies, an e-learning technology infrastructure company, welcomes iTrain, Inc., the nation's first training development company dedicated to Application Service Providers (ASPs), to its Training Service Provider™ (TSP) program reselling IBT's products and services.

IBT's TSP program empowers iTrain with the software, hardware, hosting and training necessary to develop and deliver media-rich Web-based courses to their ASP clients. By joining the TSP program, in addition to augmenting their capabilities and expanding their services to include Web-based training, iTrain will create a recurring revenue opportunity.

"The corporate demand for Web-delivered courses is causing many traditional training companies to rethink their business models. While they have the corporate relationships and the subject-matter expertise to deliver courses on various topics, they don't typically have the technology infrastructure to be able to accommodate this emerging interest in Web-based training," stated Deborah Kaufman President and co-founder of IBT Technologies. "No longer are the days of 'one size fits all' training. Thanks to the Internet, training has evolved into a more personalized delivery of knowledge and information. The ability to teach employees what they need, when they need it, in a very personalized approach is very powerful. Our TSP training helps instructional designers and course developers discover the possibilities within this new technology—using branching and tracking to deliver a superior learning experience, tailored to the individual student," explains Kaufman.

IBT provides both instructor-led and online training support to TSP candidates for their sales teams as well as their course development staff. The TSP certification logo associated with a training company indicates the company has received extensive training in IBT's course strategy, navigation and flow, branching, management and tracking, instructional design, multimedia development, voice and video development as well as extensive customer service support that is unique to Web-delivered course content. Once certified, IBT provides continuous support and training to its TSP members as well as recommendations for enhanced quality and service.

Kaufman further explains, "I think the advantage that Web-based training holds for traditional training companies is a more personalized approach to delivering knowledge - that can be altered and adjusted to the specific way a student or employee learns. The advantage is better retention

in a shorter span of time. This alone can be a compelling reason for a corporate training manager to select one training company over another.”

### **About iTrain**

iTrain, Inc., based in Austin, Texas, has redefined development and delivery of outsourced training and support for the ASP market. Focused on providing a value-added resource for application providers, iTrain has pioneered a methodology that overcomes the time and resources needed to effectively train and support end-users. To find out how iTrain’s services can improve your end-user education, or to see how clients such as WebEx, WebIQ, and others are using iTrain, call 512-374-1008 or visit the company's website at [www.itraininc.com](http://www.itraininc.com).

### **About IBT Technologies**

IBT is an early pioneer in e-learning technology offering a “one-company—one solution” approach to e-learning that seamlessly integrates all facets of developing and deploying media-rich training to global workforces. The company’s technology advantage is delivered through a “pure-play” Application Service Provider (ASP) model with software for course authoring, assessment, management and tracking, mission-critical hosting, 24x7 technical support, multiple distribution channels, off-the-shelf course content and custom development services tailored to meet each company’s e-learning initiatives. For more information, visit IBT Technologies’ Web site at [www.ibt-technologies.com](http://www.ibt-technologies.com) or call toll free at (877) 428-8324.

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