

**WILSON LEARNING FURTHER EXPANDS BUSINESS  
IN EUROPE WITH AQUISITION IN FRANCE**

**Beaconsfield, Buckinghamshire, UK. & Edina, Minn, USA — October 9, 2008**

Wilson Learning Worldwide, a global provider of Human Performance Improvement solutions has formally acquired its French distributor, Societe Performan, to expand operations in France through a new subsidiary office.

The establishment of Wilson Learning France (WL France) capitalizes on the importance of the expanding European market. As a global organization, this expansion allows Wilson Learning to provide direct representation for its established France based customers whilst adding further to its global capability in support of clients around the world.

“Opening a wholly-owned subsidiary in France further executes on our strategy of globalization,” remarks Hideaki Sekine, President of Wilson Learning Worldwide, Tokyo, Japan. “Strengthening our commitment to key markets in Europe, Middle East and Africa, the France subsidiary expands, enriches and enhances Wilson Learning as a worldwide organization.”

Heading up the operations in France is Jean Pierre Duhamel, a seasoned and successful business professional. As Managing Director of Societe Peforman for over 20 years, Mr. Duhamel has extensive experience in the training industry and performance improvement, working with customers in key industrial segments including telecommunications, high tech, pharmaceutical, medical equipment, and leisure. Prior to joining the Wilson Learning enterprise, Mr. Duhamel held executive positions in retail and hypermarkets.

“Wilson Learning Europa is excited to be increasing its capability across the EMEA Region,” remarks Mike Poulson, President of Wilson Learning Europa. “The expansion of WL France enhances our influence in the European market as well as the wider EMEA region. Wilson Learning has a strong history of success in France, delivering high quality human performance improvement solutions which Wilson Learning is known for. We look forward to continuing our success as we grow with this new venture. “

**About Wilson Learning – Improving Performance Through People**

Wilson Learning Worldwide is a global leader in Human Performance Improvement solutions for the Global 2000, Fortune 500 and emerging organizations worldwide. With operations in over 45 countries worldwide, including Japan and the United States, incorporating over 25 languages, the company creates synergy between people and business strategy through an extensive range of world-class solutions focusing in leadership, sales and individual effectiveness. Its integrated offerings include: strategy alignment consulting, descriptive and evaluative assessment services, world class process and skills content, and technology enabled solutions. More information about Wilson Learning is available online at [www.wilsonlearning.com](http://www.wilsonlearning.com) or by calling **+44 (0)1494 678 121**.

for immediate release

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