

PRESS RELEASE

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Booher Consultants and Global Market Link Unite in Effort to Support Economic Development in Arabian Gulf Region

Colleyville, Texas, January 10, 2005 – Booher Consultants, a leading communications training company, and Global Market Link, a professional services firm specializing in Arabian Gulf markets, have executed a Marketing Agreement to make Booher's training products and services available throughout the Arabian Gulf region.

"Due to its oil reserves, the Arabian Gulf is the fastest growing economic region in the world," said Tompie Hall, CEO of Global Market Link. "This will require each country to upskill and retool their work force to accommodate the demands of globalization, effectively communicate with foreign customers and create workplace environments that support employee growth.

Nobody understands effective communications better than Dianna Booher – she is a recognized world expert, leading author with more than 20 books on business communications and productivity, and a much sought after speaker on the topic. We look forward to presenting Booher programs to our public and private sector Arab clients."

"We are thrilled with the opportunity to begin work with the people of the Arabian Gulf region as they continue to build their various organizations and industries," says Dianna Booher, CEO and President of Booher Consultants, Inc. "Their potential to dramatically increase productivity—both individually and organizationally—through improving effective communication cannot be overemphasized. We're particularly pleased to partner with Global Market Link for these training and consulting projects because of their experience in the Arabian Gulf region and their track record of successfully leading organizations to deliver results."

The Marketing Agreement will include Iraq, Kuwait, Saudi Arabia, Bahrain, U.A.E., Oman, Afghanistan, Lebanon, Jordan, and Turkey.

About Booher Consultants

Booher Consultants, Inc. (www.booher.com) is a leading provider of communication and productivity training in all its facets: strategic writing, oral presentations, interpersonal skills, customer service, listening, meetings, conflict resolution, gender communications. The corporation lists 227 of the Fortune 500 as clients for its instructor-led workshops and keynotes. CEO Dianna Booher has authored 42 books in 14 languages, including *Communicate with Confidence*[®], *E-Writing*, and *Speak with Confidence*. In addition to instructor-led training programs and books, her award-winning content is produced and distributed internationally in video, audio, CD-ROM, intranet, and web-based delivery formats.