

FOR IMMEDIATE RELEASE

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ADAYANA PARTNERS WITH INDIA'S LARGEST AUTOMOBILE COMPANY

TATA MOTORS LEARNING CENTER TO TRAIN SERVICE PERSONNEL

INDIANAPOLIS, IND. – Adayana Learning Solutions, Hyderabad, India, has partnered with the passenger car division of India's largest automobile company, Tata Motors, Ltd., in the launch of an unique initiative, the Tata Motors Learning Centre.

Housed on the premises of Concorde Motors, a Tata dealer located in Sanath Nagar, the Centre provides training to meet the growing demand for trained personnel in the Indian automotive industry . It will use a combination of e-Learning and practical training designed by Adayana Learning Solutions.

Adayana will also deliver the training to a core audience of employees of Tata dealerships and service centers.

The first class at the Training Centre began May 21 and is a five-week, comprehensive program for Service Advisors. Future training will include programs developed specifically for team leaders, service technicians and parts personnel.

Mike Jackson, Adayana's President and Chief Executive Officer said, "Adayana is proud to be associated with Tata Motors in conceptualizing and implementing Tata Motor Learning Centers (TMLC). This is an important initiative towards achieving Adayana's goal of creating trained human resources for the Automotive industry in India. TMLC is a unique initiative for three reasons: first, they are located in auto service centers, which provide real time work environment for learners; second, the initiative is well supported by OEM and Dealerships, who are important stakeholders in delivering aftermarket service to end customers; and third, the model is highly scalable across the country, without creating any migration of people. It is good example of Adayana's training delivery model, 'Online Infield.'"

With more than four million vehicles on the roads in India, Tata Motors, Ltd., is the nation's leader in commercial vehicles and the second largest manufacturer of passenger vehicles.

With more than 250 employees in six U.S. locations and India, Adayana currently serves clients in three vertical markets – the Federal government sector through VERTEX; agriculture, food, life sciences and non-profit sectors through ABG, and the automotive aftermarket through Adayana Automotive. Adayana's comprehensive performance improvement services include technology enabled learning, enterprise effectiveness solutions, technology integration and managed learning services.