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Adayana, Inc. Acquires VERTEX Solutions

Expands Base for Global Growth in Government, Commercial and Non-Profit Sectors

WASHINGTON, D.C. -- Adayana, a global performance-solutions company based in Minneapolis, Minn., and VERTEX Solutions, a learning-services consulting firm in Falls Church, Virginia, have finalized an agreement to merge. VERTEX Solutions, an Adayana company, becomes a wholly owned subsidiary of Adayana, Inc.

Established in 1996, VERTEX develops innovative learning systems and interactive technology for organizational learning and performance enhancement. The company has more than 100 employees and currently does business with more than 50 agencies of the U.S. government, including the Departments of State, Defense and Homeland Security.

“VERTEX has a well-earned, highly respected reputation in the Federal government sector,” said Mike Jackson, COO, Adayana. “Its vertical-market focus and results-oriented approach to individual and organizational development is highly complementary with Adayana’s global strategy.”

This is the second time in three years that Adayana has successfully merged with and integrated a vertical-market learning-services and performance-improvement company. Adayana and Indianapolis-based ABG, Inc., a leading learning and performance-solutions company in the agriculture, food and life sciences sectors, merged in 2005.

“Becoming an Adayana company provides VERTEX with a stronger capital base and greater opportunity for global growth,” said Jeff Kidwell, who remains president of VERTEX. “Previous collaboration with Adayana has been extremely beneficial for our clients and our organization. Joining Adayana presents more opportunities to expand our services, develop and attract employees and accelerate our growth.”

With the VERTEX acquisition, Adayana will have more than 250 employees in 12 U.S. locations and India. The company 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 blended learning solutions, content development, strategic and marketing consulting, technology integration and channel messaging.

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