



Simation

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For Immediate Release

Simation Welcomes Leapfrog as China Distributor

Leapfrog to Provide Local Support and Expertise for Simation Excellence in China

Victoria, B.C., December 10, 2009 — Simation Global Technology Ltd. ("Simation"), a leading provider of competitive role-playing simulations for companies around the globe, announced today the addition of an important alliance in its distributor network. The company has signed an agreement with Leapfrog Consulting Ltd. ("Leapfrog") that enables Leapfrog to market, sell and implement the Simation Excellence suite of simulation models throughout China.

"Companies with large sales forces are being driven to adopt a more systematic way of developing their sales teams," said Paul Roberts, CEO and founder of Simation. "Leapfrog has built an impressive reputation helping companies to do just that. The tools that we provide them through Simation Excellence provide unparalleled capability to incorporate an organization's information to quickly create accurate and relevant simulations. These simulations can be used in a variety of contexts by Leapfrog, from evaluating various marketing and selling strategies, to training of new or existing sales representatives, to assisting in recruitment activities themselves."

Jessica Chen, Director of Business Development for Leapfrog, said, "The Simation models allow a unique and comprehensive way to support the learning and thinking of our clients' field forces."

Candy Li, Implementation Specialist for Leapfrog, commented "We have been quite impressed with the level of configurability that we can now offer our clients, and we feel that Simation is a strategic addition to the services that we offer."

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About Leapfrog Consulting Ltd.

Leapfrog Consulting is a specialist consulting company that focuses on assisting its clients in achieving commercial excellence in the China healthcare market, especially players in the pharmaceutical sector. As a consulting firm, Leapfrog offers a unique combination of services through providing both strategic level consultancies as well as execution tool products. The consultancies cover market entry strategy, accelerated growth planning and pharmaceutical distribution strategy. Moreover, the execution tools and systems to ensure that the implementation of certain strategy could be monitored are also a key component of Leapfrog's



service. Many leading MNCs have benefited not only from the strategic consulting service by Leapfrog but also the tools that Leapfrog tailor-made for them, such as market potential assessment tools, performance management tools and training tools, etc. , which has played a critical role in their achieving the expansion and growth objectives in China.

For more information, please contact Jessica Chen at jessicashen@leapfrogchina.com

About Simation Global Technology Ltd.

Simation Global Technology Ltd. (www.simation.us) designs and builds competitive role-playing simulations that are designed to drive strategic and tactical initiatives at all levels of an organization. Simation helps tailor Simation Excellence to meet specific sales, marketing and management objectives – simple or complex.

Simation has built more than 90 models for companies around the globe, including a number of Fortune 500 firms. From Asia and Europe to North America, thousands of participants have measurably improved their competencies, product knowledge and business acumen with our high-touch simulations. We use a blend of traditional, grass-roots-oriented, and cutting-edge teaching techniques to challenge, stimulate, motivate and coach. By engaging participants in an interesting, relevant, competitive set of exercises, Simation Excellence ensures that participants can directly relate and apply what they have learned to their work.

For more information, please contact:

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