



## **Simation Announces New Name, New Executive**

**Victoria, British Columbia, January 17<sup>th</sup>, 2008** — Simation Global Technology Ltd. ("Simation"), a leading provider of competitive role-playing simulations for companies around the globe, formally announced today its name and look, and the addition of a new member of its executive team, Rob Bennett.

"After founding the company over three years ago as Pillville Sales Training International, I am extremely pleased to introduce this next iteration of our company and products to our customers and partners," said Paul Roberts, Principal and CEO of Simation. "Our suite of simulators has been used to train over 3,000 sales representatives and district sales managers in strategic thinking, selling skills and product knowledge over this time frame. This has resulted in the development of a simulation engine now called Simation Excellence that allows us to quickly adapt the simulations to different companies and different industries, usually through relatively simple configuration. We are proud of what we have accomplished over the last three years as Pillville, and are excited about the future built on our new Simation brand."

Rob Bennett, former founder and CEO of Municipal Software Corporation, has joined the company as its President and Chief Operations Officer. In this role, Rob will have primary responsibility for Simation's sales and marketing activities, including managing global distributor relationships. Rob commented, "I am pleased to find such a great company located right here in Victoria. Paul and his team have made great decisions over the last few years, and the approach that has been embodied in the Simation Excellence product suite is quite unique and offers high value to any company wishing to develop their sales team further.

"I'm delighted to have such a great partner come aboard and have him share the insights that he has gained over the last 25 years building and growing his last company," said Paul Roberts. "Our collective experience in sales management, combined with our innovative, highly configurable role-play simulations, allows an unparalleled experiential training experience for our customers!"

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### **About Simation Global Technology Ltd.**

Simation Global Technology Ltd. ([www.simation.us](http://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.

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