

FOR IMMEDIATE RELEASE

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**BREAKTHROUGH BUSINESS PERFORMANCE ANNOUNCES KEY
PRODUCT ENHANCEMENTS**
BreakthroughAssess Now Offers Consultants More Power & More Flexibility

Framingham, MA, April 2, 2008 – Breakthrough Business Performance, LLC (BBP), a leading developer of innovative web-based assessment development solutions for business consultants and coaches, today announced key product enhancements to BreakthroughAssess. These enhancements provide valuable features for consultants and coaches giving them greater capabilities to leverage their assessments to grow their business and to uncover and address client challenges.

BreakthroughAssess now features expanded customization capabilities that puts even more power at the consultant's finger tips. Users can now have total control over their survey development process. They can quickly create comprehensive surveys by choosing from our extensive library pre-defined survey statements in 24 key business areas, modify the language of any statement to meet client or industry specific needs, or write their own survey content.

Helping consultants and coaches grow their business and more easily market their services is a major focus for BBP and our multi-company enhancement has made that even easier. BreakthroughAssess users can now create surveys for multiple companies allowing them to use the assessment in presentations, in training programs, at tradeshow and much more. Using an assessment in this way allows consultants and coaches to gather industry data for articles and white papers and to help companies benchmark their organization against others in the industry.

Additional enhancements and features in this release include:

- Improved importing of survey participant information
- Ability to export general comments entered by survey respondents
- Simplified capabilities to resend surveys

Along with this BBP is also expanding the services available to their clients with new webinars, tool tips, and consulting support.

“We are committed to continuing to invest in BreakthroughAssess based on the feedback we receive from our community of consultants and coaches,” said Ronna Cohen, Breakthrough Business Performance president. “We have developed a powerful tool that empowers consultants and coaches to work smarter and more productively. These new features extend those capabilities and now also support the marketing needs of our clients. This is truly the most powerful assessment development tool on the market.”

About Breakthrough Business Performance

Headquartered in Framingham MA, Breakthrough business Performance, LLC provides business consultants and coaches with powerful, web-based assessment development tools and best practices designed to streamline their work, increase their earning potential, and improve their customers' performance. Its flagship product, BreakthroughAssess, is a web-based assessment development tool that changes the way consultant and coaches work. It automates the business diagnostic process using a proprietary platform, representing years of consulting/coaching experience. For more information, visit www.breakthroughbusinessperformance.com.

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