



Team Builders *Plus*

One Organization. *OneTeam.*

FOR IMMEDIATE RELEASE

Area's Top Training and Development Company Gets a Makeover.

Cherry Hill, N.J., August 15th, 2004 - Team Builders Plus, of Cherry Hill, NJ, announced the launch of their new Corporate Identity, Logo, and Website.

After 13 years as the Delaware Valley's top Training and Development Company, Team Builders Plus recognized the need to re-establish their brand and increase visibility of their products and services. "We felt that our image needed to be consistent with the caliber of work that we do," says Jeff Backal, President of Team Builders Plus. He added, "We hired NexFusion, a local marketing company, to develop our new image."

Team Builders Plus also adopted a new tagline, "One Organization. *OneTeam.*" Merrick Rosenberg, the Director of Training and Development at Team Builders Plus said, "We found that departments in organizations often function in silos, as if they were a completely different company from the department right down the hall. We wanted to reinforce that we help individuals to function as One Team, no matter what team they are on or department they are in."

Team Builders Plus has grown to be one of the largest and fastest growing companies in the area. Each year they work with thousands of people from small businesses to multi-national corporations. They have won international awards for sales volume of training assessment tools. Team Builders Plus has worked with companies such as Campbell Soup, Cendant Mortgage, Colgate Palmolive, Conectiv, Kvaerner Philadelphia Shipyard, L'Oreal, Nabisco, National Institute of Health, Pepsi, and the US Air Force & Army.

More information on Team Builders Plus: <http://www.TeamBuildersPlus.com>

More information on Jeff Backal or Merrick Rosenberg: <http://www.teambuildersplus.com/management.html>

Media Contact: Cathryn Zaroni, 856.596.4196, CZaroni@TeamBuildersPlus.com

www.TeamBuildersPlus.com