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NEWS RELEASE

PTDA LAUNCHES THE NEXT GENERATION OF PRODUCT TRAINING WITH *PT INTERACTIVE ONLINE*

Chicago, Ill.—January 14, 2009—Even in the toughest economic times, there is one investment that always provides positive returns—training for your employees. A knowledgeable and skilled staff improves your competitive advantage by meeting your customers' growing demands for technical support, process improvement recommendations and improved production efficiency. The continuing challenge, even more evident in today's marketplace, is how to deliver relevant and effective training in an affordable and time-efficient manner.

As the leading association in the power transmission/motion control (PT/MC) industry, the Power Transmission Distributors Association (PTDA) delivers the exact training your employees need to drive profitability. Capitalizing on the association's recognized expertise in the PT/MC field, ***PT Interactive Online*** from PTDA teaches the basics of PT/MC products and applications including maintenance and diagnostic tips, application and selection criteria, and standards. A series of 14 independent courses based on PTDA's well-respected *Power Transmission Handbook*, employers can customize each employee's training program to the following specific product categories:

- Adjustable-Speed Drives
- Bearings
- Belt Drives
- Chain Drives
- Clutches and Brakes
- Controls and Sensors
- Conveyors and Components
- Couplings and U-Joints
- Fundamentals
- Gears
- Hydraulics and Pneumatics
- Linear Motion
- Motors
- PT Accessories

"We're all feeling the pressure to step up our training programs, especially on the basics. As customers look to our companies for solutions support, *PT Interactive Online* delivers," said Ken Miko, vice president, BDI. "Due to the online format, *PT Interactive Online* is the next generation of product training. It's basic, dynamic, customizable and truly interactive."

Each of the 14 *PT Interactive Online* courses is independent, allowing you to customize each employee's training program to the specific product categories your company distributes or manufactures. Design individualized training that pinpoints areas where additional technical knowledge can bring value to your service offerings.



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Each course is two to three hours long and can be taken in any sequence. Using a multi-media format including text, graphics, video and quizzes, *PT Interactive Online* maximizes comprehension of the materials by allowing the student to learn at his or her own pace. Students and supervisors can use the program's online resources to monitor progress through the course.

PT Interactive Online courses are now available for a low introductory registration fee of \$75 per course for PTDA members and \$125 per course for non-members. Save even more when you purchase 10 or 15 courses at a time. For more information, visit www.ptda.org/PTInteractiveOnline or contact PTDA at ptda@ptda.org or +1.312.516.2100.

Founded in 1960, the Power Transmission Distributors Association (PTDA) is the leading association for the industrial power transmission/motion control (PT/MC) distribution channel. A U.S.-based trade association, PTDA represents 204 power transmission/motion control distribution firms that generate more than \$10 billion in sales and span 3,500 locations in North America and 12 other countries. PTDA members also include 198 manufacturers that supply the PT/MC industry.

PTDA is dedicated to providing exceptional networking, targeted education, relevant information and leading-edge business tools to help distributors and manufacturers meet marketplace demands competitively and profitably. For more information, visit www.ptda.org.

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