

VitalSmarts Marketing Department Wins American Business AwardSM

Provo, UT – June 29, 2010 – VitalSmarts, a Provo-based corporate training company, won a Stevie Award in The 2010 American Business Awards in the category of Marketing Department of the Year.

This award sets the VitalSmarts marketing department apart as the best marketing department in America—recognizing the department’s record-breaking performance and outstanding teamwork. Other notable Stevie Award winners include Wal-Mart Stores, Ford Motor Company, AT&T, Microsoft, Apple, and Oracle. In 2009, VitalSmarts was listed on the *Inc.* 500 list of fastest growing companies in America for the fifth consecutive year. The VitalSmarts marketing department specializes in marketing high-end corporate training products to Fortune 500 companies around the world.

“We are honored to receive this recognition from The American Business Awards,” said Mary McChesney, senior director of marketing at VitalSmarts. “Our team works closely with the rest of the organization to contribute to the company’s success.”

More than 200 executives across the country participate in the judging process to determine the Finalists and Stevie Award winners. Stevie Awards were presented in more than 40 categories including Best Overall Company of the Year, Executive of the Year, and Corporate Social Responsibility Program of the Year. More than 2,700 entries from organizations of all sizes and in virtually every industry were submitted for consideration.

“I am very proud of our marketing department,” said Andy Shimberg, chief executive officer of VitalSmarts. “The team members are experts in their field who have worked tirelessly to create enormous impact and awareness in the marketplace. This is the foundation on which our sales, operations, and delivery teams can build and succeed.”

VitalSmarts’ sales team was also named Best Sales Team in The 2007 American Business Awards.

Details about The American Business Awards and the list of honorees in all categories are available at www.stevieawards.com/aba.

About VitalSmarts:

An innovator in corporate training and organizational performance, VitalSmarts is home to Crucial Conversations®, Crucial Confrontations®, and Influencer Training™. Each course improves key organizational outcomes by focusing on high-leverage skills and strategies. The Company also has three *New York Times* bestselling books: *Influencer*, *Crucial Conversations*, and *Crucial Confrontations*. VitalSmarts has been ranked by *Inc.* magazine as one of the fastest-growing companies in America for five consecutive years, and has taught 2 million people worldwide. www.vital-smarts.com

About The Stevie Awards:

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. www.stevieawards.com.

Note to editor: Senior Director of Marketing, Mary McChesney, is available for an interview. Please contact Laura Ashby at lashby@vital-smarts.com or 801-724-6269 to schedule an interview. A photo of the marketing team is also available.

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