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Independent Software Company, CA Furthers its Investment in Sales Messaging

Incline Village, NV – June 13, 2008 – Corporate Visions® Inc. the world leader in Sales and Marketing Messaging, whose unique solutions effectively bridge the gap between the brand and the buyer, announced today that CA, Inc., one of the world's largest independent software companies, has further invested in their one-of-a-kind solution.

CA is committed to unifying and simplifying enterprise IT management for their customers. Complementing CA's large investment in product research and development, the company actively trains and reinforces skill development amongst their sales teams that are responsible for communicating and delivering software products to a prospect or client.

CA tapped Corporate Visions to work with its technical sales, field sales and marketing teams to create a more impactful message, helping to better serve the customer. Prior to engaging Corporate Visions, CA's Patricia Havens, VP of Learning, for Global Sales Readiness Programs, was searching for a solution to progressively train her employees. The company sought to eliminate internal jargon when communicating with clients, while trying to streamline their product demonstrations. They also looked to explain complex IT solutions by way of simplified messages that appealed to the emotions of their prospects.

Since rolling out Corporate Visions' messaging solution, CA has received great feedback from its employees. "It is extremely important that our sales and marketing teams are equipped with the right communication tools and skills," said Ms. Havens. "Corporate Visions has added a new dimension to our sales training, further extending our ability to reach customers with messages that resonate and effectively articulate our IT management vision."

CA has developed a more effective way to communicate to their clients, while helping to increase their bottom line. "We are pleased with the results we have seen globally at CA," explained Joe Terry, President of Corporate Visions. "CA has positioned themselves as a thought leader in Sales Development, Enablement and Training. We are excited to be their partner of choice on how they message their solutions to their buyers at every interaction in the customer life cycle."

About Corporate Visions Inc.

Corporate Visions is the industry leader in Sales and Marketing Messaging, we bridge the gap from the brand to the buyer. We work with companies like IBM, SAP, CareerBuilder, Volvo Trucks, Fidelity and CA; helping their executives, sales and marketing teams drive their messages to the emotions of the buyer. www.CorporateVisions.com