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FOR IMMEDIATE RELEASE

**BRODY Professional Development:
New Name Reflects Firm's Core Competencies**

Jenkintown, PA – A lot has changed in the world of corporate America since Marjorie Brody launched her training, coaching and speaking company, Brody Communications Ltd., 23 years ago in the basement of her house.

Many large corporations have fallen by the wayside, including Enron and Pan American World Airways. More women and minorities are in high powered careers, and continuing their climb up the corporate ladder.

As the look of the U.S. workforce has changed, so, too, has the very nature of training, executive coaching and speaking. With increasingly common buzzwords and phrases like professional development, leadership development, employee retention, corporate universities, human capital, on-demand learning, Webcast, etc., come new expectations for vendors who supply such training, coaching and conference/workshop speaking services.

Investing in one's workforce is still a smart move. That has not changed -- in fact, it has grown, with more monies being invested in training and coaching activities. The leadership at Brody Communications recognized that a corporate name change would enable the firm to keep pace with training directors and HR professionals -- to help them find the best fit for their employee development needs.

Thus, the birth of BRODY Professional Development ... and its new slogan
"Professionals Developing Professionals."

Our mission statement: BRODY Professional Development is a leading business skills company maximizing the potential of individuals within Fortune 500 and other major companies through tailored professional training programs, executive coaching, speaking engagements, and learning tools.

BRODY hasn't been operating out of a basement in many years. It's grown into a multimillion, highly respected firm, with more than 75% of its business repeat and referral. The only thing changing now is our logo and name. Same professionals. Same commitment to excellence.

For more information about BRODY Professional Development and its tailored programs and services, contact Miryam S. Roddy at 800-726-7936, or e-mail her at mroddy@BrodyPro.com