

For immediate release:

Transcende Appoints Bart Thielen to Board of Directors

AGOURA HILLS, CA (April 8, 2007) --- Transcende, a talent management solutions company and developer of the PBL Profile™ leadership assessment and PBeCoaching™ leadership development system, announced the appointment of Bart Thielen, CPA to the company's Board of Directors, effective immediately. Mr. Thielen will also serve as Treasurer of PBE and advise on intellectual property development, licensing, and alliance contracts.

"It's a privilege to welcome Bart Thielen to our Board of Directors," said Art Hobba, CEO of Transcende. "He's a tactically astute and values-based leader, and as a seasoned CPA and CFO he fills a much needed role in our Board. Bart's depth of licensing strategy experience and wisdom will serve Transcende well in strategic partnerships with both large companies, Universities, and others. I look forward to his hands-on role in helping us execute our business plan."

Mr. Thielen wrote, "I am very pleased and excited to join the Board of Transcende. As CFO of several companies, I have seen the need for the values based message that Transcende brings into the workplace...and how ethical behavior, combined with strong people skills, creates a culture of high performance. Doing this via new applications in web-based technology is all the more strategic in reaching a global workforce. Transcende's business model is transformative to organizations and I am looking forward to doing my part to help Art Hobba lead this young company into the future."

Mr. Thielen has over fourteen years in healthcare and biotechnology experience and has an extensive success record in managing high growth companies. He currently serves as the CFO of Pathways Diagnostics; a Malibu , CA based Biotechnology Company. Previously, Mr. Thielen was CFO for Frontier Dental Management Company where he implemented an integrated financial reporting structure for a large dental group. Prior to Frontier, Mr. Thielen was a Partner

with Tatum CFO working with start-up to midsize healthcare and biotech companies in the capacity of CFO/COO, focused on developing financial models and intellectual property licensing and strategies. Mr. Thielen holds a Bachelor of Arts in Accounting from Aurora University .

About Transcende

Transcende is an interactive intelligent learning solutions and talent assessment company whose mission is to leverage psychometric technology, training, and virtual coaching to improve organizational performance in leaders, managers and salespeople. Transcende fulfills this mission through [Principle Based Leadership](#)[™] and [SELLER](#)[™] Sales Training, combined with its proprietary [PBeCoaching](#)[™] System, to organizations and individuals worldwide. The company also provides organizational development services including succession planning, hiring/onboarding, and career pathing solutions to accelerate competitive advantage for their clients. For more information, please visit www.transcende.net

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