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CONNECTING FOR GROWTH - WHERE KNOWLEDGE IS POWER.

egoboss participates in inaugural 'Connecting for Growth' programme, hosted by Yorkshire Bank, in association with Leeds University Business School.

London - July 3, 2006 - The challenges of business growth are generic to all of us, regardless of whether you are a software company, an accountancy firm or the CEO of a global business. The 'Connecting for Growth' programme addresses these challenges with the mantra of 'Knowledge is Power'.

In association with Leeds University Business School, Yorkshire Bank (a member of the National Australia Bank group) recently hosted the inaugural 'Connecting for Growth' programme, attended by egoboss' founder, Carl Rahn Griffith. In two intensive days the programme offered the chance to get away from the day-to-day pressures of one's own business, to spend time concentrating on business growth.

Applying the lessons learnt from the programme has already resulted in tangible benefits in the case of egoboss. "The course content and presentation was of the highest caliber, and directly relevant to my own business challenges. I can best describe it as a real-world micro-MBA programme," says Carl Rahn Griffith, founder of egoboss. "egoboss offers an interactive online portal along with in-person consulting services for Independent Software Vendors throughout Europe, the USA, and the Middle East, delivering competition analyses, growth strategies, and market positioning. The programme helped me better understand how to focus on the benefits I offer my own clients. 'Knowledge is Power' has never been more important."

Programme content embraced a number of challenging and stimulating topics, including 'Shaping Change', 'Rethinking Strategy', 'Strategic Decision Making', and 'Effective Marketing'.

Mike Darlow, Yorkshire Bank's Managing Partner (Leeds), explained how the 'Connecting for Growth' programme came about. "The common perception these days is that all banks provide pretty much the same services at pretty much the same prices so, for us, the key to growth really is differentiation. At Yorkshire Bank we feel we can do this by adding value at every opportunity. Leeds University Business School is one of the leading business educational establishments around and we are proud to be involved with them. There's strong competition out there, but it's fantastic whenever I hear from members that they like the way that we're doing business these days."

Carl Rahn Griffith echoes Mike's comments. "The 'Connecting for Growth' programme delivers pragmatic and powerful content that one can directly apply to one's own business. It's refreshing to see a leading bank such as Yorkshire Bank join forces with a respected business education institution such as Leeds University Business School, to co-develop a programme that is so relevant and effective. The worlds of academia and finance sometimes seem detached from the day-to-day reality of one's own business, but this initiative shows that this is not necessarily always the case. I am sure my own business will be all the more successful because of my attending the programme, and I would like to thank both Yorkshire Bank and Leeds University Business School for inviting me to participate in the inaugural 'Connecting for Growth' programme."

About egoboss

egoboss is "Automating Success" - targeted consulting services and a unique online portal for competitive analysis and strategic planning. egoboss works with a broad range of clients in the global software industry, specializing in ISV's, VC's, and industry Analysts. For more information, visit www.egoboss.com.

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