



Corporate University Xchange

BUILDING A BRIDGE BETWEEN BUSINESS AND LEARNING

NEWS RELEASE

For Immediate Release

March 5, 2007

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Farmers Insurance and Mars, Inc. Named Best Overall Corporate University

Corporate University Xchange 8th Annual Awards for Excellence Presented at Gala

(Mechanicsburg, PA) – Farmers Insurance and Mars, Inc. were big winners at the 8th Annual Corporate University Xchange Awards for Excellence and Innovation in Corporate Learning. Each company took home awards in four categories, and was also presented with an award for Best Overall Corporate University. The presentations took place last evening, February 27, 2007 at a gala dinner held at the Disney Coronado Resort, Orlando, Florida.

The Corporate University Xchange Awards for Excellence and Innovation in Corporate Learning salute corporate and government learning organizations that create exciting, impactful programs that result in measurable improvements in employee and business performance. Since 1999, the Awards have set the standard for corporate learning.

“These corporate learning organizations are key to the realization of business strategy,” said Sue Todd, president of CUX. “Winning these awards is an added indication of their success.”

Awards were given for Excellence, Best Practice and Exemplary Practice in each of eight categories. Other companies that were multiple award winners included: The Boeing Company, Hitachi Data Systems, Coles Group Limited, Caterpillar, and Cerner. The full list follows.

Todd noted that this was a particularly fierce competition. “The number of participating companies and the total number of applications both increased as did participation from companies based outside the United States,” she said.

The application process for the 9th Annual Awards program, sponsored by Fortune Magazine, starts later this month.

About Corporate University Xchange, Inc.

Corporate University Xchange (CUX) is the leading provider of corporate university research, benchmarking, and advisory services for helping organizations transform

corporate learning. Founded in 1997, the aim of CUX research and services is to maximize corporate investments in training and development to deliver improved business results. The company's benchmarking studies and annual awards programs set the standards for the learning industry. For more information, please visit CUX on the web at www.corpu.com.



8th Annual Corporate University Xchange Awards for Excellence and Innovation in Corporate Learning

WINNERS

Alignment: Furthering corporate goals through learning & development efforts

Excellence

Farmers Insurance

Mars, Inc.

Best Practice

The Boeing Company

Credit Suisse

Hitachi Data Systems

MasterCard Worldwide

Alliances: Making the best use of external providers

Excellence

Hitachi Data Systems (Sales Process)

Best Practice

Hitachi Data Systems (Training Delivery)

Mars, Inc.

Exemplary Practice

Cisco

TrendMicro

Corporate/College Partnerships: Working in partnership with a college or university to address critical business challenges

Excellence

The Boeing Company

Best Practice

National Defense University

Exemplary Practice

Coles Group Limited

Florida Power & Light

Launching: Successfully beginning a new corporate university initiative

Excellence

Mars, Inc.

Best Practice

Farmers Insurance

Cerner
Exemplary Practice
National Geographic
Robbins-Gioia

Leadership: Implementing high-impact programs targeted to managers, high potentials, and senior executive leadership

Excellence
EDS
Staples
Best Practice
Coles Group Limited
Convergys
Trinity Health
Exemplary Practice
Central Bank of Malaysia
UBS

Learning Technology: Creating an effective learning environment through the use of technology

Excellence
Coles Group Limited
HSBC
Best Practice
Cerner
Exemplary Practice
Cisco

Marketing: Developing and implementing innovative communications and branding strategies

Excellence
Caterpillar, Inc.
Best Practice
Farmers Insurance
John Wieland Homes
Mars, Inc.
Exemplary Practice
Tenaris

Measurement: Creating tools and techniques to measure the value of the investment in learning

Excellence
Caterpillar, Inc.
Farmers Insurance
Best Practice
Cerner
Exemplary Practice
Lufthansa German Airlines

BEST OVERALL CORPORATE UNIVERSITY

Farmers Insurance
Mars, Inc.