



Corporate University Xchange

BUILDING A BRIDGE BETWEEN BUSINESS AND LEARNING

NEWS RELEASE

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Corporate University Xchange Wins Fab 5 Award

Capital Region Economic Development Corp presents company with award recognizing its growth and potential

(Mechanicsburg, PA) – Corporate University Xchange (CUX), the leading provider of corporate education research, benchmarking and advisory services for the enterprise-learning marketplace, recently received a Fab 5 award given by the Capital Region Economic Development Corp (CREDC). The announcement was made during a luncheon on Thursday, April 20 at the Radisson Penn Harris Hotel & Convention Center.

"We are really honored to receive the Fab 5 award," says Sue Todd, President of CUX. "It recognizes the importance of corporate learning and the ability of CUX to grow by addressing the issues involved in doing it right."

The Fab 5 is part of the Harrisburg Regional Chamber & CREDC Start Me Up business competition. The awards are given to five companies that exhibit an entrepreneurial spirit and that demonstrate that they will contribute to the growth of the Capital Region. Winning firms received prize packages for services and consulting valued at more than \$50,000.

Corporate University Xchange has been a Pennsylvania company for over 2 years, when it was purchased by DigitalPlanet, a woman-owned company based in Mechanicsburg. CUX had a well-recognized name in the corporate training industry as the company that first recognized a trend by businesses to adopt the corporate university model where investments in learning are managed like other strategic assets. The new owners shifted the company's business model to focus on subscription-based membership for its research products, supplemented by advisory services to assist corporations and higher education institutions to act on current research.

The company has more than doubled its membership numbers, created a new research Collaboratory, and provided advisory services to companies like HSBC, Air Products, M&M Mars, and Sutter Health over the last two years.

"And we're just getting started", says Todd.

About CREDC

The Capital Region Economic Development Corporation (CREDC), the economic development arm of the [Harrisburg Regional Chamber](#), is the leading organization for promoting and performing economic development activities in Cumberland , Dauphin and Perry counties. The Harrisburg Regional Chamber and CREDC serves as a catalyst for promoting growth and quality of life in the region by providing a unique blend of business, community and economic development, and advocacy services under one roof to boost our economic vitality and livability as a region. At CREDC, we offer a variety of programs and resources to help expand, create, and attract business in the Central Pennsylvania region.



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.