



Press release

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Allen Communication Learning Services expands offering through new partnership with Cegos corporate development and managerial content library

Cegos, worldwide leader in training and development, and Allen Communication, a pioneer in the use of disruptive technologies in corporate training, sign a partnership agreement. Allen Communication will be incorporating Cegos content into its award-winning training solutions.

With this partnership, corporate clients of Allen Communication will benefit from having access to effective and innovative *e-learning solutions by Cegos* (a catalog of over 215 online trainings modules available in 18 languages). Some of these content areas include:

- Management & Leadership
- Marketing Principles and Operations
- Personal Development
- Professional Proficiency

These solutions compliment the award-winning, custom training provided by Allen and will be incorporated into Allen's performance maps, courseware solutions and employee portals globally.

"We choose to partner with Cegos based upon their excellent quality and reputation. We see a real need in the North American market for content that can support global clients who are rapidly expanding operations and meeting high training standards on a global scale", said Ron Zamir, CEO of Allen Communication. "Allen is unique in the USA market in our focus on fortune 50-100 clients. We believe our clients will benefit from our expanded offerings and footprint through this partnership with Cegos. We are proud to align with a market leader in quality and global distribution of managerial training."

Pascal Debordes, head of Cegos International's partner network, adds, *"This partnership with Allen Communication represents an important step in our international development. For many years, Allen has led the e-learning sector in the United States, and now our two organizations will combine their respective strengths to develop even more impactful solutions for our partners. We are particularly proud to see Allen Communication join our international network of partners."*

Founded in 1981, Allen Communication was an innovator in the learning and training industry using new technologies in order to create innovative training programs. As an award-winning company, Allen focuses on value creation: e-learning, mobile learning, customized learning technologies (social learning, gamification, development of mobile applications, etc.), and operational consultancy. Today, Allen Communication deploys its customized solutions throughout the world.

Cegos trains 220,000 people all around the world every year, in open or in-house courses. The Group has a comprehensive product range that extends from off-the-shelf courses to tailored solutions. Its 'multi-dimensional' approach draws on all the currently-available learning formats. Alone or in partnership with universities and top educational facilities, the Group also offers 103 certificate or diploma courses.

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About Allen Communication

For more than 30 years, Allen Communication has led the learning industry, providing pioneering educational strategies, technologies, and analytics. With extensive experience across every major industry, Allen's award-winning projects for the best-known companies in the world drive lasting business results and documented ROI. Businesses trust Allen with their most critical learning and performance projects, because Allen aligns agency-quality media design, best-in-class instructional strategy and technology, and a proven design process centered on alignment with quantifiable business results.

Follow Allen on Twitter @Allencomm, on LinkedIn, and on Facebook.

About Cegos Group

Since its creation in 1926, the Cegos Group has developed into Europe's leading player and one of the world's top providers of professional and continuing training. Cegos currently employs 1,200 people and operates in over 50 countries worldwide through its subsidiaries and partner distributors. The Group generated sales of €158,5 million in 2013.

Its consultants' expertise covers every area of skills management and development, and enables the Group to roll out large-scale training programmes in France and worldwide.

Backed by this deep knowledge of the corporate world, Cegos trains 220,000 people around the globe every year, in open or in-house courses. The Group has a comprehensive product range (cegos.fr) that extends from off-the-shelf courses to bespoke solutions. Its 'multimodal' approach draws on all of the currently-available learning formats. Alone or in partnership with universities and top educational facilities, the Group also offers 103 certificate or diploma courses.

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