

PRESS RELEASE

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BUSINESSGENETICS® ANNOUNCES CERTIFICATION PROGRAM FOR XBML MODELER, FACILITATOR AND MASTER

Denver, Colorado, July 15, 2009 — [BusinessGenetics®](http://www.businessgenetics.com), a pioneer in the Business Modeling, Business Requirements, Business Improvement and IT automation markets, announces the addition of their [xBML Certification Program](#) to their Learning Center. Certification is available at three levels, xBML Modeler, xBML Facilitator and xBML Master. BusinessGenetics continues to enrich and promote the profession of Business Analysts and Business Process professionals through their education, toolset and proliferation of their scientific methodology.

Each level of BusinessGenetics' certification involves a combination of education, application, observation and skill assessment providing the students a comprehensive understanding of the BusinessGenetics solution toolset and methodology. The base certification level, xBML Modeler, validates an individual's proficiency in using and manipulating the W5 Editor, a critical component in defining and modeling any organization correctly and completely. The second level, xBML Facilitator, confirms an individual's ability, not only the methodology and the W5 editor, but also how to facilitate work sessions, manage group dynamics, conflict resolution, interpretation and translation of business information. The highest certification level, xBML Master, is the culmination of the program. The Master practitioner is a recognized expert in the BusinessGenetics methodology, the W5 Editor and has significant experience leading facilitated sessions. Additionally the xBML Master practitioner is qualified to deliver project outcomes through either business improvement analytics or business requirements generation.

"BusinessGenetics is thrilled to launch our certification program. This program is not only about book knowledge but about the application and practice of a discipline," shares Jane Johnson, Director of Education for BusinessGenetics. "As an organization we strive to promote the advancement of the business analyst and business process professional. We designed this program to support their professional development while formally recognizing their expertise."

About BusinessGenetics®:

BusinessGenetics® pioneered the eXtended Business Modeling Language (xBML®), a revolutionary business modeling methodology that provides a new, scientific view of the business world and enables a quantum leap in business understanding, insights, and improvement. Developed over a 30 year period, xBML® is business-facing and enables the most explicit, rapid, and repeatable depiction of a business in a five-dimensional model. xBML® has been proven within the Fortune 500 and Federal Government, and has been used to quickly and effectively solve some of the most complex business problems. Headquartered in Englewood, Colorado, BusinessGenetics® offers education services and consulting based on xBML®, and is an affiliate of xBML® Innovations. For more information on BusinessGenetics or xBML visit www.businessgenetics.com. ###