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FOR IMMEDIATE RELEASE

Return on Investment (ROI) Implementation Underway in Turkey

Istanbul, Turkey, November 16, 2009- The implementation of ROI has been launched in Turkey by the ROI Institute and its partnership with Yekta Özözer, ABC Consulting. Jack J. Phillips, Chairman, ROI Institute, introduced the ROI concept to a large audience of Human Resource professionals in a closing keynote for the Annual Human Resource Conference in Istanbul, Turkey on November 9-11, 2009.

The ROI implementation was accomplished with the assistance of our partner, ABC Consulting. Yekta Özözer will conduct workshops, provide consulting services and support the ROI Methodology in Turkey. According to Yekta, "We were pleased to officially launch the ROI implementation in Turkey. There was much interest here in measurement and in particular, the ROI Methodology. We look forward to a successful implementation, as many organizations begin to use the methodology."

The conference was high-profile, attracting some of the best and brightest Human Resource professionals in Turkey. During the conference, Jack Phillips was interviewed by *Business Week* of Turkey and CNN of Turkey. Phillips added, "We were excited about the opportunity in Turkey, and particularly the work in Istanbul. Although we have previously spoken to several groups in Turkey, the time was appropriate for full-scale implementation. We were proud and pleased to have ABC Consulting as our partner. Yekta Özözer is an outstanding professional with a great reputation, and he certainly understands the ROI Methodology."

The ROI Methodology has been implemented by ROI Institute and its partners in 52 countries. Implementation in additional countries has been planned for future endeavors, as the methodology becomes the preferred method to show the impact and ROI of various projects and programs. For additional information about the implementation of the ROI Methodology in Turkey, contact Yekta Özözer at +90-212-272 13 46 or yaraticilik@yahoo.com and Rhonda Gant Ruiz at (205) 678-8101 or rhonda@roiinstitute.net.

About the ROI Institute

ROI Institute, Inc., founded in 1992 as a service-driven organization, assists professionals in improving programs and processes using the ROI Methodology developed by Dr. Jack J. Phillips. Founders Jack J. Phillips, Ph.D. and Patti P. Phillips, Ph.D. are the leading experts regarding the use of return on investment (ROI) in non-traditional applications. They regularly conduct ROI workshops and provide consulting services, making the ROI Institute an industry leader in measurement and evaluation. The ROI Institute and 100 ROI consultants apply the ROI Methodology in 20 fields in more than 52 countries. The ROI Institute builds internal capability with a process to help individuals to achieve Certified ROI Professional (CRP), a designation respected by executives in various organizations.