



Ardent Learning Solidifies Partnership with Area9 Learning Adaptive Learning Provider

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Partnership with leading adaptive learning provider will continue to drive business results

ROCHESTER, N.Y., May 16, 2017—Ardent Learning (ardentlearning.com), a leading provider of customized training solutions, today announced its partnership with Area9 Learning (area9learning.com), an adaptive learning company, founded and led by physicians and computer scientists. The new, non-exclusive partnership brings together two experts in the industry to deliver customized blended learning solutions to customers.

“This partnership allows us to provide clients with access to Ardent Learning’s expertise in needs assessment and custom learning content development, and to Area9 Learning’s leading adaptive learning solutions,” said Richard Fox, CEO of Ardent Learning. “Area9’s platform, based on biological adaptive models, allows for granular learning objectives, which seamlessly fits with our customized content and results-driven approach. We are excited to be working with another team that is focused on delivering impactful learning solutions for customers.”

Ardent Learning and Area9 Learning began exploring opportunities to work together nearly a year ago, when the two teams met at the ATD 2016 International Conference & Exposition. Both parties recognized a common approach and a shared dedication to customers, which played a large part in moving forward with the formal partnership.

“We feel like kindred spirits when it comes to our approach to business,” said Joe Barrow, Senior Vice President of Business Development at Area9 Learning. “The partnership opens both our companies up to new and exciting opportunities. Working together will be a fluid process that isn’t bogged down by differing structures. This will allow us to bring more value to the programs we deliver to our customers.”

Ardent Learning and Area9 Learning will kick off their partnership by leading two sessions at the ATD 2017 International Conference Exposition in Atlanta, Ga.:

- Adaptive Learning: Machine Learning and Big Data Meets E-learning
Sun, May 21, 1:30 p.m. to 2:30 p.m.
- What It Takes to Sustain Behavior Change

Wed, May 24, 10:00 a.m. to 11:00 a.m. | B216/B217

For more information regarding the sessions, visit the Ardent Learning website:

<https://www.ardentlearning.com/news/ardent-learning-area9-at-atd-2017/>

About Ardent Learning

For 25 years, Ardent Learning has helped clients thrive in business by developing Custom Learning Solutions to train their people. Its primary belief is that every successful program is built by incorporating a company's brand and culture into the learning experience, contributing to why clients and their people continue to reach their goals and perform at the highest level. At its core, Ardent Learning's mission is to show people that what feels uncomfortable today can change their life tomorrow.

About Area9 Learning

Area9 Learning is a physician-led company with the most profound respect for the complexity of individual differences of how people learn. Area9's founders and senior management team have more than 20 years of experience in research and development of advanced learning technologies. Prior to establishing Area9 in 2006, they spent a decade developing technologies that provided critical skills training for doctors and nurses. They then expanded to apply their unique learning expertise to diverse fields. In doing so, they pioneered the modern generation of adaptive learning technologies for adult learners.

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