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FOR IMMEDIATE RELEASE...

Blackblot Introduces Product Management Certification Program

Blackblot – Product Management Expertise™ introduces the "*Blackblot Product Management Professional™*" (BPMP) certification program for high-tech product management and product marketing professionals.

Caesarea, Israel – January 14, 2008: Blackblot – Product Management Expertise™ today announced the availability of its new product management certification program.

The "*Blackblot Product Management Professional™*" (BPMP) certification program was developed exclusively by Blackblot to provide product management professionals with a way to differentiate themselves, gain professional acknowledgement; and enable companies to achieve better consistency in the internal application of the product management discipline.

In response to growing demand, Blackblot has developed the "*Blackblot Product Management Professional™*" (BPMP) certification program using an industry-recognized process and professional subject matter experts (SMEs). The program's curriculum is based on Blackblot's product management methodologies and industry experience.

"The BPMP certification program is a component of Blackblot's strategy of delivering a range of product management services that collectively provide companies' with competencies to build better products more efficiently." said Gabriel Steinhardt, Blackblot's Managing Director. "We are also pleased that product management professionals worldwide will now be able to validate their knowledge of Blackblot's product management processes in support of their career."

Acting as one of the certification's subject matter experts, Dan Stadler, a product management expert and technology business advisor, said, "With the premise of examining individuals on verified methodologies, the BPMP certification program was designed and built to test candidates on the level of knowledge they have regarding a defined set of best practices and methods of performing specific tasks in product management as taught by Blackblot."

BPMP certification program tests presently available are the "*Blackblot Product Management Professional™ in Product Management*" core certification test, and the "*Blackblot Product Management Professional™ in Product Planning*" advanced certification test. Additional BPMP certification program offerings are being planned.

Blackblot and all Blackblot content licensees worldwide have exclusive rights and are the sole providers for all training and seminars, relevant to the BPMP certification program. Blackblot and Blackblot content licensees conduct training sessions in various major cities worldwide.

About Blackblot

Founded in 2000, Blackblot is a provider of product management focused tools, training programs, and consulting services. Blackblot enables high-tech companies reach commercial success through effective product management practices. For more information, please visit www.blackblot.com .

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