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**Balanced Scorecard Collaborative Honors
Delta Dental of Kansas, Marriott Vacation Club International and
Sprint Nextel Corporation with Prestigious Hall of Fame Award**

Breakthrough Performance Results Lauded at North American Summit

SAN DIEGO, CA, and LINCOLN, MA — November 9, 2006 — Balanced Scorecard Collaborative, a division of Palladium Group, Inc., today announced it has named Delta Dental of Kansas, Marriott Vacation Club International and Sprint Nextel Corporation to the Balanced Scorecard Hall Of Fame For Executing Strategy™ for achieving breakthrough performance results using the Balanced Scorecard (BSC). The award will be presented to officers of these organizations at the Balanced Scorecard North America Summit being held this week in San Diego. “Today’s winners drive performance results using the Balanced Scorecard and are truly Strategy-Focused Organizations,” said Dr. David P. Norton, co-chairman of Palladium Group and co-founder of the Balanced Scorecard Collaborative.

The Balanced Scorecard (BSC) concept — created by Drs. Robert S. Kaplan and David P. Norton in 1992 — has been implemented in thousands of corporations, organizations and government agencies worldwide and has been cited by Harvard Business Review as one of the most important ideas of the past 75 years. Based on the simple premise that “measurement motivates,” the BSC puts strategy at the center of the management process, allowing organizations to implement strategies rapidly and reliably. In 2000, Drs. Kaplan and Norton launched the Hall of Fame program to publicly honor companies successfully using the BSC to achieve and sustain breakthrough performance results. Today, the 84 inductees represent a wide variety of industries from more than 15 countries in both the private and public sectors. A Steuben crystal rising star, designed by Robert Cassetti, will be presented to officers from each of the following organizations:

Delta Dental of Kansas, Inc.

Delta Dental of Kansas is a not-for-profit dental service corporation that provides underwriting and administration of dental benefits to employer groups, associations and unions that have headquarters in Kansas. Founded in 1972, Delta Dental is the largest dental benefits provider in

the state, serving more than 700,000 enrollees and their families. It is a member of Delta Dental Plans Association, a system of nationwide dental service plans that serve more than 40 million Americans and represent more than \$12 billion in revenue, collectively holding about 30 percent of the nation's dental benefits market share. According to Linda Brantner, Interim President and CEO: "The Balanced Scorecard has made it possible for Delta Dental of Kansas to clearly define our strategy, communicate the strategy to both our employees and board of directors, align our initiatives to the strategy and see breakthrough results as the outcome. We implemented the BSC throughout our organization in 2002. Since that time our revenues have more than doubled, the operating expense ratio has dropped from 10.3 percent to 8 percent and our book of business has increased over 50 percent. Despite turnover in the CEO position since implementation, we have continued to move forward and reach impressive results because the BSC allowed our company to remain focused on our strategic direction... The BSC has helped to foster a culture of customer service excellence which is the hallmark of our reputation in the group dental benefits market."

Marriott Vacation Club International

Marriott Vacation Club International (MVCI) is a wholly-owned subsidiary of Marriott International Inc. (NYSE: MAR), one of the world's leading hospitality companies with \$11.5 billion in 2005 sales. Based in Orlando, Fla., MVCI is engaged in the development of timeshare, fractional and whole ownership residential real estate, primarily in vacation destinations through four different brands: Marriott Vacation Club, Grand Residences by Marriott, Horizons by Marriott Vacation Club and The Ritz-Carlton Club. MVCI has approximately 10,000 associates who operate 57 resorts in 41 destinations, which include five destinations in Europe and one in Asia. Fiscal 2005 sales were approximately \$1.51 billion. MVCI President Steve Weisz says: "The BSC works hand-in-glove with process reengineering as essential tools in focusing MVCI on measurable improvements to all areas of our business. Because our primary value strategy is one-to-one relationships with our customers, we've used the BSC to drive process reengineering that customers value. This includes adding vacation ownership advisors who provide new timeshare owners dedicated vacation planning services and redesigning our website to give customers 24/7 access to information and self-service features. These changes, among many others, have boosted our customers' rating of MVCI as being 'easy to do business with' by 70 percent since we implemented the BSC and are key reasons that 50 percent of our annual sales come from existing owners or their referrals. Each passing year brings increasing value from the BSC as we continue to cascade it and develop better measures to assess our progress."

Sprint Nextel Corporation

Sprint Nextel offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers, businesses and government users. Sprint Nextel is widely recognized for developing, engineering and deploying innovative technologies, including two robust wireless networks covering nearly 282 million people and serving more than 51 million customers at the end of third quarter 2006; industry-leading mobile data services; instant national and international walkie-talkie capabilities; and an award-winning and global Tier 1 Internet backbone. Headquartered in Reston, VA, Sprint Nextel had over \$44 billion in annual revenue in 2005. According to CEO Gary Forsee: "The Balanced Scorecard has helped Sprint Nextel maintain our focus on our destination, which is our mission. Our strategy is the roadmap to get us to that destination, and the Balanced Scorecard helps us stay focused by providing the framework to monitor our progress against our strategy. Over the past 12-18 months, we have been focused on transforming our assets for a new competitive environment and a new future. At the same time, we have had to integrate multiple companies... [and complete] a major spin-off. By themselves, any of these individual initiatives is a daunting task, let alone all of them taken together. The Balanced Scorecard has helped us remain focused by providing a framework to prioritize and synthesize these complex strategic objectives into operational goals and metrics.

Our senior leadership team meets regularly to monitor our progress against these strategic goals utilizing the Balanced Scorecard. This allows us to see where we're meeting our objectives and to proactively identify when we need to take corrective action where we are not on track.”

About Palladium Group, Inc.

Palladium Group, Inc., is helping the world's leading organizations execute strategy by linking strategy management to operational processes, structure and technology. Palladium offers its clients services in Strategy Management, Process Management, Financial Management, Human Capital, and Information Management. Palladium's highly recognized Strategy Execution Model enables organizations in financial services, life sciences, manufacturing, retail and utilities & energy to benefit from effective strategy execution that results in improved financial results and shareholder value. Headquartered in Lincoln, Mass., Palladium has 10 U.S. offices and international offices in Barcelona, Lisbon, London, Madrid, Munich and Sydney, with an additional nine affiliates throughout Europe, Latin America and Asia-Pacific. Balanced Scorecard Collaborative, Palladium's education, advisory and research division, manages the BSC Hall of Fame and Office of Strategy Management program. Since its formation in 2005, Palladium has signed more than 185 new customers, giving the company over 550 customers worldwide. For more information, visit www.palladiumES.com.

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