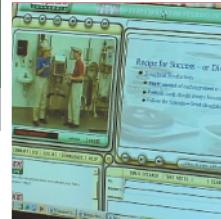


Client Spotlight



Krispy Kreme Doughnuts, Inc. (NYSE:KKD) operates more than 310 stores in 41 U.S. states, Canada and Australia and will soon open stores in the United Kingdom, the Republic of Ireland, Mexico and various other parts of the world. For Krispy Kreme, well-trained employees are the key to delivering the same "wow" experience to every customer, every time across the globe.

To underscore the power of the brand, the Productivity Point Training and Development team provided tools and knowledge to help Krispy Kreme employees reach their full potential. The Krispy Kreme management team turned to Productivity Point International to provide a cost-effective, easy-to-use education platform. It was important that the tool integrate seamlessly into MyKrispyKreme.com, the company's award-winning online portal for franchisees, store managers, trainers and employees. The answer was Knowledge Publisher™, Productivity Point's innovative rich media e-learning solution.

Using Knowledge Publisher allows Krispy Kreme to reach employees around the world with topics that are timely for training employees on business practices, customer service and the latest doughnut-making technologies. Managers can build on-demand multi-media shows quickly and inexpensively to address specific learning goals.

Why did Krispy Kreme choose Knowledge Publisher over traditional training platforms? CIO Frank Hood explains, "Pictures speak louder than words. Seeing how I interact with customers can't be described effectively in 'words'. It must be seen, interacted with and conveyed visually. Creating an environment where I can demonstrate specific techniques and employees can interact with me via real-time chat, electronic mail and a chapter development process is very important."

Creating and publishing shows using Knowledge Publisher is simple and can be accomplished by trainers with very little technical experience. Nathan Mucher, Krispy Kreme Director of Application Development says, "Creating shows in Knowledge Publisher is a very easy process. All you need is a video camera, some video editing software and some energetic people to create the scripts. Creating the content is a fun, creative process for the training team."

The bottom line is that Knowledge Publisher has helped streamline and improve the Krispy Kreme training process. Rob Bateman, VP of Training and Development adds, "Productivity Point has helped us improve the way we teach and support our employees."

**"Productivity Point has
helped us improve
the way we teach and
support employees."**

Rob Bateman, VP of Training and Development
Krispy Kreme Doughnuts, Inc.