

MaxKnowledge Press Release

July 20, 2004

MaxKnowledge and CCA Launch New Online Course:
Successful Online Marketing Strategies

Santa Ana, CA, July 20, 2004 - MaxKnowledge and Career College Association today announced the availability of a new online training course for career college personnel.

Successful Online Marketing Strategies is facilitated by MaxKnowledge faculty, Todd Sandoval and Cory Vance. Todd and Cory are both on the management team of PlattForm Advertising, a full service advertising agency exclusively serving the career college industry.

"This course will teach you how to achieve high volume, high quality, and low cost lead flow through an effective and diverse online marketing plan. In addition to the basics of online marketing, the course covers advanced topics on how to bring qualified traffic to your website that converts into a desired behavior," said Todd Sandoval.

"We will show you how to develop a productive website and make it easy to find in search engines. You will learn about online advertising techniques involving affiliate marketing, pay-per-click and other paid listings," added Cory Vance.

"Whether you are new to online marketing or have experience in this medium, this course will help you make informed decisions when choosing what online advertising vehicles are right for your school," said Dr. Amir Moghadam, Executive Director of MaxKnowledge.

The online course is delivered in an asynchronous fashion and participants receive 4 hours of continuing education credit upon successful completion of the training. The course is available on a continuous enrollment basis on the MaxKnowledge website: www.maxknowledge.com/MT104.php.

About MaxKnowledge

MaxKnowledge is the leading training provider for the career college sector of higher education. The company provides professional development and continuing education opportunities for the management, staff and faculty of career colleges and schools - worldwide. The company's mission is to maximize the performance of career college operations through effective employee training and development. For more information, please visit: www.maxknowledge.com.

About CCA

The Career College Association (CCA) is the premier national association in Washington, D.C. representing accredited, private, postsecondary schools, institutes, colleges and universities that provide career-specific educational programs. CCA has over 1,400 institutional members that educate and support almost two million students each year for employment in over 200 occupational fields. For more information, please visit: www.career.org.

About PlattForm Advertising

PlattForm Advertising is a full-service integrated marketing communications agency specializing in direct-response advertising within the school industry. Headquartered in Olathe, Kansas, the agency provides all aspects of advertising campaigns in-house. These services include strategic media planning and buying, creative production, web design and full-service web marketing. PlattForm Advertising specializes in the proprietary school market, servicing over 1000 campus locations nationwide. For more information, please visit www.plattformad.com.