

MaxKnowledge Press Release

July 13, 2004

MaxKnowledge and CCA Launch New Online Course:
Placing Media for Results!

Santa Ana, CA, July 13, 2004 - MaxKnowledge and Career College Association today announced the availability of a new online training course for career college personnel.

Placing Media for Results! is facilitated by MaxKnowledge faculty, John Van Fleet and Brian Sumner. John and Brian are both on the management team of PlattForm Advertising, a full service advertising agency exclusively serving the career college industry.

"This course will take you through the media placement process step by step and prepare you for all of the pitfalls you can expect to encounter when placing television, newspaper and radio advertising. The course is designed to help career colleges to develop and implement successful media placement strategies," said John Van Fleet.

"We will show you how you can tailor your advertising efforts to ensure success in meeting your goals. You will learn valuable techniques to utilize every step of the way when planning your media buys. From gathering market information, to developing a creative mix, to tracking the results, the course presents surefire methods that have proven successful across the country in markets large and small," added Brian Sumner.

"If you want to place an effective media buy that generates high quality leads at the lowest possible cost, and more importantly, the lowest possible cost per start, this is the course for you," 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.