

MaxKnowledge Press Release

June 1, 2004

MaxKnowledge Partners with PlattForm Advertising

Olathe, KS, June 1, 2004 - PlattForm Advertising Directors and Senior Executives have joined the faculty at MaxKnowledge to facilitate a variety of online courses and blended training programs. PlattForm will act as an expert partner and founding faculty member in the area of Advertising/Marketing.

The partnership combines the expertise of PlattForm, the industry leader in school recruitment advertising, and MaxKnowledge, the creators of the online learning portal for the career college industry, to provide pertinent training for career college personnel. Both companies exclusively focus on the career college market, and this commonality lends itself to a cohesive effort that will be beneficial for those that utilize the program. The initial courses that will be offered in the Marketing area are as follows:

Developing an Effective Advertising Plan

Facilitators: Mike McHugh and Tracy Kreikemeier

Placing Media for Results

Facilitators: John VanFleet and Brian Sumner

Successful Online Marketing Strategies

Facilitators: Todd Sandoval and Cory Vance

"I feel confident that courses offered by Michael Platt and his team will be highly successful," said Dr. Amir Moghadam, Executive Director of MaxKnowledge. "All of the critical components are there: expertise, career college focus, commitment, passion, excitement, responsiveness, and interpersonal skills."

"PlattForm is pleased to have the opportunity to share many years of knowledge and experience for the purpose of education," said Michael Platt. "Proper training is so important for the efficient operation of a career school, and we are happy to join MaxKnowledge in offering these training solutions."

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 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.