

## MaxKnowledge Press Release

June 12, 2006

MaxKnowledge Partners with The Pacific Institute

Las Vegas, NV, June 12, 2006 - The Pacific Institute's Higher Education Initiative and MaxKnowledge announced today at the Career College Association Annual Convention that they have partnered together to offer results-driven training solutions for career college operations.

The partnership combines the online training expertise and resources of MaxKnowledge with the performance improvement programs of The Pacific Institute (TPI) to provide highly effective, integrated training solutions for career education companies.

TPI's Higher Education Initiative is based on a comprehensive program that educates both school employees and students in the management of change and personal growth through the application of effective thinking skills. The main objectives of the program are employee development, greater student success and increased enrollments. The program has been successfully implemented at over 300 career schools nationwide, impacting 24,000 employees and a half million students.

"To increase enrollments and improve student retention, we need to work very hard on employee development and empowerment. TPI has a proven track record in improving student retention by providing training programs that focus on personal, professional and organizational development. Our partnership with TPI allows us to offer career colleges unique training solutions that lead to increased bottom-line performance," said Dr. Amir Moghadam, Executive Director of MaxKnowledge.

"We are very pleased to partner with MaxKnowledge in our efforts to make an even greater impact in the career college community. The combination of MaxKnowledge functional training programs and TPI's applied cognitive psychology programs creates a powerful performance improvement solution for career colleges and schools," said Dr. Joe Pace, Managing Partner of TPI's Higher Education Initiative.

### 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](http://www.maxknowledge.com).

### About The Pacific Institute

Since 1971, The Pacific Institute (TPI) has been perfecting an educational process that allows individuals to quickly adjust their self-concept; the conditioned habits, attitudes, beliefs and expectations that might otherwise block their ability to change or transition to a desired future state. By understanding how their minds work, individuals begin to put predictability back into their lives. Under the leadership of Dr. Joe Pace, Managing Partner of TPI's Higher Education Initiative, TPI's powerful psychological curriculum has been successfully implemented in career college settings to improve student retention rates through employee and student development. For more information, visit: [www.thepacificinstitute.com](http://www.thepacificinstitute.com).