

## MaxKnowledge Press Release

June 9, 2010

MaxKnowledge Unveils The Lounge - A Social Learning Space for Career College Professionals

Las Vegas, NV, June 9, 2010 - MaxKnowledge today unveiled The Lounge at the Career College Association (CCA) Annual Convention & Exposition.

The Lounge provides an informal space for career college professionals to learn from each other. It has been built on a sophisticated engine using proven social networking principles and applications, yet it provides a simple platform for unstructured learning and development.

Provided as a free service for the career college community, The Lounge empowers users to create their own personal profiles, announce their learning and development interests, create learning groups, post blogs, initiate discussions, and even share and discover what's happening in real time.

"The Lounge is not a social networking site; it transforms the concept of social networking into social learning. The Lounge has been designed to provide a powerful learning and development opportunity for professionals in our sector," said Dr. Amir Moghadam, CEO and President of MaxKnowledge.

"For years we've been offering structured learning opportunities through our tutorials, webinars, courses and programs. Although all of our learning opportunities have been participant-centered, we've always been the primary drivers. The Lounge provides an unstructured learning environment, one in which any professional in the career college community can take the driver's seat," said Jay Hollowell, Vice President of Training.

"The Lounge is an online learning community of career college professionals. It's the place where our sector's educators can exercise their own thoughts and reflections, and make connections with other colleagues who have similar interests," added Dr. Gary Meers, Vice President of Education.

The Lounge also includes the Performance TV show sponsored by MaxKnowledge. Formed as a special group within The Lounge, Performance TV conducts interviews with career college experts on hot topical issues.

The Lounge can be accessed through all training portals powered by MaxKnowledge, including the company's CCA portal ([www.maxknowledge.com](http://www.maxknowledge.com)), the state association Online Training Centers, and the Center for Excellence in Education (Imagine America Foundation).

### 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).