

MaxKnowledge Press Release

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MaxKnowledge Forms Strategic Alliance with Career College Association

Washington, DC, January 6, 2004 - The Career College Association (CCA) and MaxKnowledge, Inc. announced today that they have formed a strategic alliance to offer online and blended training programs to enhance the knowledge and skills of career college personnel.

The two postsecondary education organizations will develop and deliver online courses to the entire career education community, as well as member-only blended training courses ("Sandwich Workshops" that combine face-to-face teaching with online learning. CCA and MaxKnowledge also will offer a unique training partnership solution to state associations, allowing them to provide online and blended training to their members.

Course categories include operations management, marketing and branding, recruitment and admissions, retention and motivation, job placement and industry relations, instructor training and development, online learning, accreditation and regulatory issues, financial aid, default management, legal issues, and merger/acquisition issues.

"We're very pleased to have MaxKnowledge as our e-learning partner," said CCA President Nick Glakas. "This innovative approach to professional training will be of great value to our membership."

"This is a large-scale educational effort to improve the quality and efficiency of career colleges," said Dr. Amir Moghadam, Executive Director of MaxKnowledge. "We feel very fortunate to team up with the premier national association representing career colleges and look forward to our future partnerships with the state associations."

The Learning Center for Career Schools, the online portal, is up and running at www.maxknowledge.com, and will soon be accessible through the CCA website. In addition to online and blended training courses, the portal offers a large selection of free online tutorials and access to a variety of online discussion forums related to career college operations and management.

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.