

MaxKnowledge Press Release

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McGraw-Hill Higher Education and MaxKnowledge Join Forces to Enhance Online Course Training for Career College Management and Faculty

NEW YORK, June 26, 2008 - Just as online courses provide a different experience for students, catering to and teaching those students requires a different approach for staff, management, and faculty. Specifically, different methods for communicating with or assessing students outside of the traditional classroom must be considered. To address the growing industry need for training in this new online education environment, McGraw-Hill Higher Education today announced a strategic alliance to combine its expertise in online learning content and technology with the career college online training expert, MaxKnowledge.

"Quality online instruction is an integral part of today's university system, and it is extremely important to prepare online school operators with the right knowledge and skills necessary to launch and successfully execute an online program," said Jeff Schultz, vice president, Learning Solutions, McGraw-Hill Higher Education. "This alliance with MaxKnowledge is an important next step in our online learning offerings, and we are pleased to continue our commitment to the success of career colleges - faculty, school owners and students alike."

The agreement with MaxKnowledge is an important next step for McGraw-Hill Higher Education. The alliance "along with McGraw-Hill's 2006 agreement with Embanet, a provider of online services and technologies that maximize an institution's return on investment - enables McGraw-Hill and its partners to provide a comprehensive content, technology and training solution for career colleges seeking affordable ways to offer online courses.

McGraw-Hill Higher Education and MaxKnowledge will collaborate to expand MaxKnowledge's training courses for career colleges to encompass all aspects of online instruction. Through the alliance, current MaxKnowledge courses will be enhanced with additional McGraw-Hill content, and two new course offerings will be added to the MaxKnowledge course catalogue. New courses will instruct school owners and faculty on the launch and development of new online course programs and will be titled, "Starting a Successful Online Program" and "Increasing the Return on Investment of Online Programs." These courses, which are available online themselves, will be offered through the various training portals powered by MaxKnowledge.

As a part of the agreement, McGraw-Hill Higher Education and MaxKnowledge will co-sponsor a series of webinars on topics related to online learning.

"McGraw-Hill Higher Education has created a complete and integrated solution comprising high quality content, technology and service," said Dr. Amir Moghadam, CEO of MaxKnowledge. "We are very excited about combining MaxKnowledge's online training expertise with the rich, authoritative digital content offered by McGraw-Hill."

For more information please visit www.mheducation.com.

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 McGraw-Hill Higher Education

McGraw-Hill Higher Education is a premier provider of teaching and learning solutions for the post-secondary and higher education markets worldwide. It is a unit of McGraw-Hill Education, a leading global provider of instructional, assessment and reference solutions that empower professionals and students of all ages. McGraw-Hill Education, a division of The McGraw-Hill Companies (NYSE:MHP), has offices in 33 countries and publishes in more than 40 languages. Additional information is available at www.mheducation.com.

