

## MaxKnowledge Press Release

July 14, 2005

Lippincott Partners with MaxKnowledge to Offer  
Faculty Training & Development Solutions

Philadelphia, July 14, 2005 -- Leading healthcare publisher Lippincott Williams & Wilkins (LWW) today announced that it has formed a strategic partnership with MaxKnowledge, the leading online training provider for career educators, to offer faculty training and development solutions for its educational customers. MaxKnowledge will also expand its career school focused offerings to create additional courses that LWW will provide specifically to community college and university instructors.

"After comprehensive research and a detailed review process, we selected MaxKnowledge to be our faculty training and development partner. We received glowing feedback from our reviewers in both community college and career school settings," said Aimee Sirmon, Associate Director of the Partners in Education Program at LWW, part of Wolters Kluwer Health. "We are very pleased to be the only healthcare publisher to offer MaxKnowledge training programs."

MaxKnowledge online and blended training programs are the latest additions to LWW's Partners in Education initiative, which offers unique service solutions to improve teaching and learning effectiveness. Partners in Education supports institutional efforts to increase faculty and student retention through training, and includes a group of specialized consultants that work across all of LWW's education markets - nursing, allied health and medicine. For more information, visit <http://thepoint.lww.com/pie>.

"We are honored to have been selected by LWW, a leading publisher with strong core values. We have been very impressed with the organization's genuine desire to make a difference in the education community; and its commitment to faculty training and development is very admirable. The LWW Partners in Education initiative will have a lasting impact on the quality and continued success of career education," said Dr. Amir Moghadam, Executive Director of MaxKnowledge.

### 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 Lippincott Williams & Wilkins

Lippincott Williams & Wilkins is a leading international publisher of professional health information resources for physicians, nurses, specialized clinicians and students. Nearly 275 periodicals and 4,000 books in more than 100 disciplines are published under the LWW brand, as well as content-based sites and online corporate and customer services. LWW is part of Wolters Kluwer Health, a leading provider of information for professionals and students in medicine, nursing, allied health, pharmacy and the pharmaceutical industry. Wolters Kluwer Health is a division of Wolters Kluwer, a leading multi-national publisher and information services company with annual sales as of 2004 of \$3.3 billion and approximately 18,400 employees worldwide. For more information, visit: [www.lww.com](http://www.lww.com).