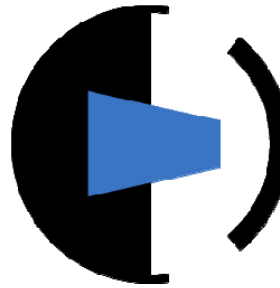


WORK-LEARNING RESEARCH, Inc.



**Centrax
Corporation**

Contact Information:

Will Thalheimer, PhD
President
Work-Learning Research, Inc.
Somerville, Massachusetts, US
will.thalheimer@work-learning.com
617-666-9637

Contact Information:

Molly Heilmann
Vice President of Sales
Centrax Corporation
Chicago, Illinois, US
mheilmann@centrax.com
312-946-2040

News Release

March 16, 2009

The Announcement:

Work-Learning Research and Centrax Corporation announce a strategic partnership to build research-based premium e-learning, social-media, and training interventions; as well as provide strategic consulting services around work-learning audits, strategic learning-technology analysis, and learning measurement.

The Unique Value Proposition:

Working together, Work-Learning Research and Centrax will provide a unique offering in the workplace learning-and-performance field:

Innovative Solutions
Based on Industry-Leading Learning Research
Designed For Business Impact
Built on Premium E-Learning Technologies

The Details:

For 11 years, Work-Learning Research and its principal Dr. Will Thalheimer have been helping clients build more effective learning interventions by utilizing wisdom from the world's preeminent scientific journals on learning, memory, and instruction. Dr. Thalheimer is widely noted for his in-depth research on such topics as learner feedback, the spacing effect, instructional objectives, retrieval practice, and the importance of context in learning, as well as for his practical analysis of the research for learning professionals, including his highly-regarded work on situation-based learning design (SBLD), simulation-like questions, and his paradigm-bending insights on learning measurement.

For 24 years, Centrax has been building state-of-the-art learning interventions, from basic e-learning programs, to video-based case studies, to highly-sophisticated 3D simulations. It has worked to craft high-appeal online marketing visuals and communication techniques. Centrax's industry-leading ability to innovate is bolstered by its production philosophy. It utilizes the latest technologies and the most innovative people and practices—and it provides quick turnaround because everything is done in-house in Chicago. To handle client needs quickly and with maximum creativity, Centrax utilizes a full-service video/audio studio, three-dimensional programming capability, and good old business knowledge and instructional-design smarts.

By bringing these two world-class industry leaders together, clients will get the best of both worlds: The best research-based wisdom; the most thoughtful and technologically-advanced learning-and-performance interventions and services.

Work-Learning Research, Inc.

Work-Learning Research (www.work-learning.com) provides research-based consulting services on learning, instructional design, learning technology, and learning measurement. Founded in 1998, Work-Learning Research and its founder, Dr. Will Thalheimer, have been at the forefront of a movement in the learning-and-performance field toward evidence-based practice.

Will Thalheimer is a learning expert, researcher, instructional designer, business strategist, speaker, and writer. Dr. Thalheimer has worked in the learning-and-performance field since 1985.

He founded Work-Learning Research to bridge the gap between research and practice, to compile research on learning, and disseminate research findings to help instructional designers, e-learning developers, trainers, and performance consultants build more effective learning-and-performance interventions and environments.

His clients have included giant multinationals, e-learning companies, government agencies, and institutions of higher learning. Short list: Walgreens, UNUM, Microsoft, MIT, Pfizer, Allen Interactions, Type A Learning Agency, eInstruction, Monitor Group, ADP, Questionmark, Midi Compliance Solutions, Facility Einstein, Defense Intelligence Agency, The eLearning Guild, Rockwell, Raytheon, Boeing, Kodak, AGFA, AMD, PPG, Nabisco, Ericsson, SMG, and the U.S. Postal Service. His research and writings have led the field in providing practical research-based recommendations through his online publications (www.work-learning.com/catalog), published articles, and his industry-leading blog (www.willatworklearning.com).

Dr. Thalheimer speaks regularly at national and international conferences. His conference presentations always receive numerous evaluation-sheet comments like the following: “This was one of the best presentations I attended—solid information delivered in a style that helped me learn.”

Will holds a BA from the Pennsylvania State University, an MBA from Drexel University, and a PhD in Educational Psychology: Human Learning and Cognition from Columbia University.

Centrax Corporation

Centrax Corporation, (www.centrax.com) founded in 1985, produces custom technology-enhanced learning and communication solutions. By adhering to a learner-centric approach, we create highly customized programs based on unique content, audience, and needs.

Traditional on-line training that many of us have experienced involves a single delivery method forced upon a captive, bored, and restless audience for hour upon hour of uni-directional information flow.

Our vision for training is radically different. It is predicated on a belief that each individual learns differently. Further, it is based on a belief that training that is interesting and fun will tend to create motivated learners and ultimately lead to a learning community that is able to master important information – and utilize their new-found skills to help the business achieve its goals.

We achieve our vision by combining our deep learning expertise with extraordinary graphical design capabilities to create a unique learning experience. With the use of 3D characters, scene visualization, gaming principles, and advanced programming techniques, interactive programs are developed and tailored to an organization's marketing and training needs. Interactive, online programs will engage the learner and increase the transfer of knowledge in a targeted, safe environment.

Centrax is an active contributor to the American Society for Training & Development (ASTD) and frequently speaks online for the E-learning Guild. Centrax serves a broad range of organizations ranging from associations and banks to pharmaceutical and transportation companies, including Fortune 500 industry leaders. We have partnered with companies such as Abbott Labs, American Medical Association, BP, Harley Davidson, WW Grainger, and Navistar.

Local Chicago Office Facilities

Our local office is located at 180 N. Stetson, downtown Chicago. A team of full time employees – Project Managers, Instructional Designers, Graphic Artists, 3D Animators, Production Managers and Programmer Analysts provide e-learning, e-marketing and other multi-media services. The Centrax Chicago office facilities include a full service audio and video recording studio.