

Stephen Hoffman

Chief Executive Officer

As CEO of Element K, Stephen Hoffman brings over 25 years of relevant technology and education-related experience to the job. In his new role he is responsible for directing the company's overall business strategy, operations and managing its relationships with key strategic partners. Previously, Hoffman was President and Chief Operating Officer of Blackboard Inc. Hoffman's acumen as a leader was instrumental in positioning the company as a leading enterprise software provider for e-Education. During his tenure he oversaw rapid progress at Blackboard, changing the financial fortunes as revenues and profit grew from negative to positive. Prior to Blackboard, Hoffman was President and CEO of Sylvan Prometric (later renamed Prometric-Thomson Learning), the leading worldwide provider of comprehensive technology-based testing and assessment services to academic, professional and information technology markets. Prometric grew dramatically under Steve's leadership, spanning 4500 locations in 120 countries. Prior to that, Hoffman served as both Senior Vice President of Operations and Senior Vice President of Sales and Marketing at Computer Task Group (CTG), an international provider of IT outsourcing and System Integration Services, headquartered in Buffalo. Hoffman spent the first 13 years of his career with IBM®, where he held various positions in general management, sales, and marketing. He holds both a BA and MBA from the University of Rochester.

[2004] Element K selects 25-year Technology Veteran for Top Job

Hoffman tasked with continuing revenue and EBITDA growth

Rochester, NY - January 6, 2004 - Element K®, a leading provider of e-learning solutions and instructor-led courseware for technology and business skills, announced today that Stephen Hoffman has been named Chief Executive Officer effective immediately. Mr. Hoffman brings more than 25 years of technology and commercial education experience to Element K, along with a proven track record of achieving consistent, sustainable growth and market leadership for the organizations he has led. Bruce Barnes, Ph.D., the current Chairman and Chief Executive Officer, will continue in his role as Chairman.

"We are thrilled to have someone of Steve's knowledge and abilities joining Element K" said Dr. Barnes. "Revenue rose to record levels in 2003, and we delivered our first full year of EBITDA positive results. It was important that we select someone who could continue this trajectory. Steve is the ideal person to lead Element K into the future."

Mr. Hoffman said, "I am very excited to be joining and leading Element K. Over the years, this team has built a strong reputation for market leading, learner focused, innovative and flexible solutions. We have a great opportunity to build on this base through continued focus on the success of our clients and partners."

Prior to joining Element K, Mr. Hoffman was President and Chief Operating Officer of Blackboard Inc., a leading enterprise software company for e-Education. Previously, he was President and CEO of Sylvan Prometric and later Prometric-Thomson Learning, the leading worldwide provider of comprehensive technology-based testing and assessment services to academic, professional and information technology markets. Prior to joining Prometric, Mr. Hoffman held various executive and senior management positions with Computer Task Group (Buffalo) and IBM (various offices).

Mr. Hoffman received his BA and MBA from the University of Rochester. Mr. Hoffman and his wife have three sons. He lives in Pittsford, NY and enjoys both golf and sailing.

About Element K

Element K delivers learning solutions – a tailored combination of our catalog content, technology and services – supporting the learning needs of the Corporate, Government, Education and Training Center markets. We are equipped to build new Learning Solutions using our core assets – 2300 online learning courses, a learning platform, 1300 print courseware titles, custom content, systems integration and services – or, to address persistent issues in existing programs. The company's proven training methodologies and wide spectrum of content are delivered through a variety of formats, including self-paced and instructor-facilitated online courses, vLab® hands-on labs, instructor-led courseware, comprehensive e-Reference libraries, technical journals, and KnowledgeHub™, a hosted learning management platform. Element K employs over 700 professionals.

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Element K Names Learning Innovator Paul Krause as New President

Krause to steer the growth of outsourced learning services and turnkey product solutions at the learning solutions company.

ROCHESTER, NY – October 16, 2006 - Element K®, a leading provider of learning solutions, services, and training content, today named Paul Krause as its new President. As Element K completes its transition to a comprehensive provider of learning solutions and outsourced services, Krause will refine the business strategy, oversee day-to-day operations, and accelerate growth.

Krause has been a recognized leader in the training and development industry since 1996 when he joined Ziff Davis Education, the precursor to Element K. In his most recent position as Executive Vice President of Development and Operations, he oversaw the expansion of Element K's e-Learning library to more than 2,300 courses, the development of its e-Learning platform KnowledgeHub™, and the introduction of numerous learning services. He is credited with pioneering the Software as a Service (SaaS) approach to e-Learning, integrating e-Reference and virtual labs with e-Learning courses, and introducing the library subscription model – all of which are staples in the e-Learning industry today. "We are pleased that Paul is expanding his leadership responsibilities at Element K, and expect his strategic vision and extensive market knowledge will play a vital role in our business evolution," stated Steve Hoffman, CEO of Element K.

The company is approaching its 25th year in the business of facilitating platform integration, and delivering highly engaging content, managed services, and program management for clients. With early roots in classroom training delivery and courseware publishing, Element K is now a preeminent e-Learning solutions provider. The company ranks among an elite group of suppliers that combine every capability needed to build, launch, and manage complex learning programs – online or in the classroom.

"Element K has a remarkably layered history in the corporate learning and development marketplace," said Krause. "Our breadth of experience developing content in multiple formats, delivering training in diverse venues, and managing successful programs uniquely positions us to satisfy the growing needs around employee, customer, or channel development. This is an exciting period as we are in the final phases of our business transformation to a single-source learning solutions provider. We're looking forward to fulfilling the most challenging learning program needs, and ultimately to becoming the outsourcing partner of choice for corporate training efforts," Krause added.

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Paul Krause

President

As president, Paul Krause is responsible for spearheading the rapid growth and development of Element K in nearly every area of its business. He oversees the management of print courseware, marketing and direct sales organizations within the company. Krause is also responsible for content acquisition and development, interactive product development, Web development, and online operations.

Most recently, Krause was executive vice president at Element K and held numerous positions there since joining the company, then Ziff Davis (ZD), in 1996 as director of business management and operations. In 1998, he was promoted to business manager for the courseware publishing division, and later that year assumed responsibility for interactive product development. Krause later served as vice president of financial planning. Prior to joining ZD Education, he held various financial, information technology and operational positions. Krause received his BS in Business Management and Marketing from Cornell University and an MBA from Simon Graduate School of Business Administration (University of Rochester).