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News Release

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Bisk Education and MarineMax Form e-Training Alliance

MarineMax selects Bisk to develop customized online e-Training program

Tampa, Fla. – Bisk Education Inc., the country’s largest exclusive e-Learning provider of multimedia online degree programs from regionally accredited universities, announced today that it has teamed with MarineMax (NYSE: HZO), the world’s largest recreational boat retailer to develop and deliver a customized online e-Training program for over 1,000 MarineMax employees.

The MarineMax e-Training model created by Bisk and MarineMax offers MarineMax employees an online corporate training program that ensures the consistent delivery of training to their workforce in a timely fashion. New employees will be issued a login and password so they have immediate access to training courses without having to wait until the course is taught again at the MarineMax ground-based training facility. The online program allows company management to track employees’ proficiency in the training concepts and correlate that to the job performance.

The e-Training program features the “digital tools” to enhance their learning experience including streaming video presentations that employees may view as many times as they need; an asynchronous online message board that allows subject matter experts to collaborate in an asynchronous format; and chat rooms where employees can collaborate real-time with co-workers. MarineMax employees can study at their work site, home or even when they are traveling, thus giving employees the opportunity to better their careers without disrupting their busy work schedules and personal commitments

“Bisk has developed and deployed a cost-efficient and flexible virtual campus technology that supports the interactivity, flexibility and assessment tracking that MarineMax requires,” said Nathan M. Bisk, Bisk Education’s Founder and Chairman. “We have established an online learning system that provides the highest quality and the greatest attention to the smallest detail, which carries over to all of our online e-Learning and e-Training initiatives.”

MarineMax selected Bisk Education, Inc. to develop its e-Training program because of the company’s 31 years of developing and delivering interactive educational programs utilizing extensive use of various methods of communication including audio, video, software and the Internet. Since 1996, Bisk has been providing Internet e-Learning solutions including digitally streamed video courses, communications tools and online testing and grading.

"The strength of MarineMax is its people. This cutting edge technology will help our people create new and exciting ways to deliver the boating dream to our customers, and it will help the company stay ahead of its competitors," said Bill McGill, Chairman and Chief Executive Officer of MarineMax.

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E-Learning keeps employees and individuals on the cutting edge of the information exchange while it changes the way businesses communicate around the world. According to International Data Corporation, the global e-Learning and e-Training market including corporate training and education is projected to grow from \$6.3 billion to over \$24 billion in 2004. The growth is tied to the explosion in e-Business and the growing demand for continued professional development. The benefits for businesses engaged in e-Learning include greater productivity, increased profitability and enhanced employee loyalty. Companies can measure the ability to train more people, eliminate the downtime associated with training off-site and accelerate the learning process

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For more information contact Steve Valley at 800-874-7877 ext. 523 or steve.valley@bisk.com

About Bisk Education, Inc.:

Headquartered in Tampa, Florida, Bisk is a leading provider of online-based interactive educational programs. The University Alliance, a Bisk Education Network, provides online associate's, bachelor's, master's degree and certificate programs through its exclusive long-term alliances with leading accredited universities-Villanova University, Saint Leo University, Regis University, Jacksonville University and the University of South Florida. The University Alliance is the nation's leading exclusive e-Learning provider of multimedia online degree programs from regionally accredited universities with over 65,000 enrollments. Visit us at <http://www.bisk.com>.

About MarineMax:

Headquartered in Clearwater, Florida, MarineMax is the world's largest recreational boat retailer. Focused on premium brands, such as Sea Ray, Boston Whaler and Hatteras, the Company sells new and used recreational boats and related marine products, and provides yacht brokerage service through its Motor Yachts Division. The Company currently operates 54 retail locations in Arizona, California, Delaware, Florida, Georgia, Minnesota, Nevada, New Jersey, North Carolina, Ohio, South Carolina, Texas and Utah. MarineMax is a New York Stock Exchange-listed Company. Visit us at <http://www.marinemax.com>.