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For immediate release:

**Bisk Education Expands Executive Management Team to
Increase Focus on Enterprise Client Relationships**

Bisk Education, Inc. names Ray Kelly as Vice President of Corporate Sales

Tampa, FL, January 10, 2004 – Bisk Education, Inc., the company that has built a reputation around its flagship brand "University Alliance Online" as the leader in online learning for nationally recognized universities, announced the appointment of Ray Kelly today as Vice President of Corporate Sales. This strategic expansion of the executive management team will enhance Bisk's national leadership position in online education with an extended focus on corporate account development.

As the former Chief Executive Officer of ExecuTrain, Kelly brings 25 years of successful sales and management experience in the corporate training and information technology industries, including executive positions with Hewlett Packard and NCR Corporation.

"Bisk Education is focused on bringing outstanding online learning solutions to enterprise-level training implementations. Ray Kelly brings to Bisk vital expertise in managing accounts with top organizations that need to implement e-learning on a large scale," explains Andy Titen, President, Bisk Education, Inc. "In his career to date, he has proven again and again his ability to build and sustain relationships with key clients and get results. His vision and outstanding track record will be invaluable as we continue to define and grow the University Alliance Online brand. He will help us expand sales to Fortune 500 companies and strengthen the sales team to provide these clients with the best e-learning solutions in the industry."

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The need for a well-trained and properly prepared workforce has never been more crucial as businesses face strong competition at home and abroad. And University Alliance Online provides a comprehensive range of online education degrees and certificate programs from leading universities such as Villanova, Tulane and Thunderbird to arm corporations with the skills required to move their enterprises forward.

Kelly states, "During the last ten years, there has been explosive growth in the use of online education. This emerging training delivery method is an efficient and cost-effective way for corporations to ensure that essential training is gained in today's dynamic business environment. Bisk Education is uniquely positioned to capitalize on this opportunity through its full complement of e-learning solutions and outstanding relationships with many of the leading universities. I am excited about the opportunity to expand Bisk Education's corporate focus and market share."

About Bisk Education, Inc.

Headquartered in Tampa, Florida, Bisk Education, Inc. was founded by Nathan M. Bisk in 1971 and is the leading provider of online professional educational programs. The University Alliance Online, with over 250,000 enrollments, is the exclusive e-learning provider of certificate programs and associate's, bachelor's and master's degrees from the nation's most recognized universities including Villanova University, Tulane University, Thunderbird - The Garvin School of International Management, Saint Leo University, Regis University, Jacksonville University, the University of Scranton, Nova Southeastern University, the University of South Florida, and Florida Institute of Technology. For more information, visit <http://www.bisk.com>, or <http://www.universityalliance.com>.

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