



NEWS RELEASE

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KNOWLEDGE ADVENTURE APPOINTS DAN CAVALLI AS VICE PRESIDENT, SCHOOL DIVISION

Torrance, Calif. – Jun. 26, 2007 – Knowledge Adventure®, the leader in educational software for the home and the classroom, has appointed Dan Cavalli as Vice President of the company's School Division. Cavalli brings more than a decade of experience in sales and marketing to Knowledge Adventure.

Cavalli will be responsible for managing the company's daily sales and marketing operations, as well as providing strategic planning for new initiatives. According to Tony Bordon, Knowledge Adventure's Executive Vice President of Sales and Marketing, "Dan has an impressive track record for establishing sales channels and creating marketing programs. His understanding of the education sales process and the functional support necessary to build a successful business unit will add great value to Knowledge Adventure."

Prior to joining Knowledge Adventure, Cavalli was Vice President of 7th Wave Consulting, a sales and marketing firm known for its expertise in the education market, where he worked with a number of educational companies and associations such as Adobe, Apex Learning, Classroom Connect, Discovery Channel, Disney Interactive, FETC, Highsmith, K12, Inc., PBS, and Texas Instruments.

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Before that, he served as Director of Special Markets for LeapFrog SchoolHouse. While at Leapfrog, Cavalli established sales channels in the school supply, educational technology, international and many alternative markets such as Gymboree Play and Music, Celebrity Cruise Lines and the Department of Defense Education Activity.

From 1997 to 2000, Cavalli worked for The Learning Company, managing a multi-million dollar region of distributors, resellers and strategic partnerships. In 1995, he launched the education division of Dorling Kindersley Publishing generating more than \$2.5 million in sales the first year.

About Knowledge Adventure

For more than 20 years, children's software pioneer Knowledge Adventure has set the standard in creating the finest educational products for use in the home and the classroom. The company is internationally renowned for its award-winning software brands including *JumpStart*[®], *Math Blaster*[®], and *Reading Blaster*[®]. Tested and trusted by teachers and parents alike, Knowledge Adventure software has helped millions of children build and strengthen essential learning skills. A subsidiary of Knowledge Holdings, Inc., the company is based in Los Angeles.

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