



MEDIA ALERT

Bedrock Learning, Inc. Names Kris DeVries Director of Sales and Marketing

Holland, Michigan, 23 October, 2006 –Bedrock Learning, Inc. has appointed Kris DeVries as the new Director of Sales and Marketing. Kris was previously an officer of business development for National City Corporation, serving over 3,000 employees and affiliates nationwide in strategic development, communications, project, event and sales management.

“It’s great to have Kris on board the Bedrock team” said Helen Heneveld, president of Bedrock Learning. “Her extensive experience in training and business support, along with her commitment and professionalism make for a perfect partnership. The need for training is high in the rapidly growing digital home installation market. Kris will help take us to the next level of providing the training needed for businesses to expand and succeed.”

Kris’ experience includes training, marketing, communications, finances and administration. She has worked with numerous business owners in new business planning, business expansion, succession planning and increasing overall profitability.

“Bedrock Learning provides the most current and objective information on technology installation. This ultimately increases the standard of service and quality of work residential technology business owners are able to provide to their customers. I am excited to be working with the Bedrock Learning team and their clients, and being a part of the shared vision of this industry”, stated Kris.

Look to Bedrock Learning to be expanding their training partnerships and marketing under Kris’ direction. She can be reached at 616.335.6206 or via email at kris@bedrocklearning.com.

About Bedrock Learning, Inc.

Bedrock Learning provides foundation level training and resources for the residential technologies industry. Based on more than 25 years of training and curriculum development experience, the company was founded in 2004 by long time industry leader, Helen Heneveld. Bedrock Learning provides students with convenient 24/7 access to online training through its Online Training Center along with printed books and business support materials. Students completing online courses can earn CEUs from organizations such as CEDIA, NBFAA, and InfoComm. Custom curriculum and online training hosting are also available from Bedrock Learning. Learn more at <http://www.bedrocklearning.com/>.