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Education Industry Experts Announce Launch of e-Luminate Group

Consulting firm, formerly known as Infotech Strategies, to offer Marketing Communications and Market Leadership services exclusively to the education market

WASHINGTON (January 24, 2007) – e-Luminate Group, an education consulting firm specializing in marketing communications and market leadership services, today announced its official launch. The company, with offices in Washington, D.C. and Tucson, Arizona, will offer a variety of strategic services tailored to promote vision and visibility in 21st century education. The firm's leadership includes CEO Ken Kay (former co-founder of Infotech Strategies) and COO John Kenny (also former co-founder of Infotech Strategies), both of whom have extensive backgrounds in education, government and business. They are joined in partnership by Senior Vice President Crystal Brown, a marketing communications expert, also a previous member of the leadership team of Infotech Strategies.

Terry Crane, a former educator, business executive and technology expert with over 30 years of experience, will serve as the firm's Senior Education Advisor. Karen Bruett, a former Dell executive with 20 years of marketing, technology and education experience, will serve as the firm's Senior Marketing Advisor.

The firm's transition builds on over 10 years of success as Infotech Strategies, a premier information and communication technology consulting firm that specialized in healthcare, government services and education technology. The newly formed company continues Infotech Strategies' long tradition of developing smart, innovating strategies, providing outstanding client service and narrows the company's focus to entirely education and learning clientele.

"We are incredibly excited about our new name and identity, which represent our exclusive focus on the education industry," said Ken Kay, CEO of e-Luminate Group. "The e-Luminate Group team is now better positioned to take advantage of the enormous growth occurring in the marketplace. We look forward to helping our clients rise above the competition to become market leaders in 21st century education."

"Over the years, this group has developed groundbreaking solutions and creative strategies for a long list of education companies," said Terry Crane, Senior Education Advisor to e-Luminate Group. "I am excited to continue to work closely with them as they expand their client portfolio."

Current e-Luminate Group clients include: Apex Learning, Dell, the Family Online Safety Institute (FOSI), the Information Technology Association of America (ITAA), LeapFrog School,

LearningStation, the Partnership for 21st Century Skills, and TaskStream.

About e-Luminate Group:

e-Luminate Group is an education consulting firm specializing in marketing communications and market leadership services. Based in Washington, D.C. and Tucson, Arizona, e-Luminate Group provides clients with vision and visibility in education. Representative clients include: Apex Learning, Dell, the Family Online Safety Institute, LeapFrog School, LearningStation, the Partnership for 21st Century Skills, and TaskStream. To learn more about e-Luminate Group, please visit www.e-luminategroup.com.

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