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IMMEDIATE RELEASE

California Lutheran University Brings MBA and Financial Planning to Worldwide Audience

Louisville, KY, October 01, 2004. Dr. Denzil Edge, President/CEO of The Learning House, Inc. is pleased to announce that The Learning House, Inc. and the California Institute of Finance at California Lutheran University (CLU) have partnered on the development of an online campus. The Institute of Finance will offer students the option to either earn an MBA while taking courses that prepare them for certification in Financial Planning or to simply take courses that prepare them for certification in Financial Planning. In doing so, CLU is providing business professionals with an excellent opportunity to advance their education using the highly flexible environment of online learning. The online campus is scheduled to begin the enrollment process on November 29, 2004 and courses start January 03, 2005. Dr. Somnath Basu, Program Director for Financial Planning at CLU, states, "The California Institute of Finance is extremely pleased to offer its accredited and innovative graduate programs in financial planning to a world-wide audience and are very appreciative of The Learning House, Inc. for making this possible." Dr. Edge adds, "Financial Planning is a growing field with an increasing number of students who need flexible course opportunities. The Learning House, Inc. is excited about the partnership and looks forward to bringing these great new courses to students worldwide."

California Lutheran University (CLU)

California Lutheran University is a diverse scholarly community dedicated to excellence in the liberal arts and professional studies. Situated on a beautiful, 290-acre campus in the City of Thousand Oaks, California, CLU offers both a serene and an exciting cosmopolitan locale in which to prepare for successful careers and lives of service. California Lutheran University provides a challenging academic environment with emphasis on high achievement through personalized learning. Though it was founded in 1959, it is rooted in the 400-year long tradition of Lutheran higher education. All aspects of the University – distinguished faculty, ideal location, beautiful campus, diverse student body, value-centered education, and commitment to personalized attention – contribute to a vibrant learning community.

About The Learning House, Inc.

The Learning House, Inc. was founded in 1985 by Dr. Denzil Edge. It is a comprehensive eLearning company that develops customized eContent, as well as audio and video products; hosts and leases course management systems; leases or sells eContent; and provides 24/7 HelpDesk services, project management services, consultation and research services, editing services, and staff training for its clientele. The Learning House, Inc. provides eLearning services to numerous institutions of higher education, professional organizations, government agencies, and businesses.

Source: The Learning House, Inc. www.learninghouse.com and California Lutheran University www.clunet.edu/.