

Sed de Saber® Fact Sheet

Product: Sed de Saber

Manufacturer: Retention Education, Inc.

Founded: 2003

Corporate Headquarters: Newport Beach, CA

Product Description:

Retention Education, Inc. provides unique educational products and services to industries and educators with significant populations of Hispanic adults with Limited-English-Proficiency (LEP) through the Sed de Saber solution. Sed de Saber is an interactive and portable language learning program which uses LeapFrog® technology. The program includes a mobile learning platform, hands-on account management and learner support. Participants are able to learn basic work and life skills English or Spanish in 4 to 6 months.

Product Selection:

English for Hospitality (EFH) – The EFH program focuses on vocabulary and scenarios used in Foodservice and Hospitality environments. Participants learn how to apply for a job, take orders, handle customer needs and complaints, practice safety, talk to their boss, and survive in the community.

English for Construction (EFC) – The EFC program focuses on vocabulary and scenarios in the construction industry. Participants learn how to apply for a job, work with different materials and tools, talk to their boss, and communicate outside of work. The program includes an additional chapter dedicated entirely to jobsite safety.

English for Everyone (EFE) – The EFE program focuses on vocabulary and scenarios throughout daily life. Participants learn how to talk to a child's teacher, ask for directions, apply for a job, shop for groceries, ask for time off and to navigate other personal and community issues. This program is often used by the U.S. Education system in order to help LEP parents learn English and participate more fully in their child's education.

Spanish for Everyone (SFE) – The SFE program focuses on teaching English speakers basic Spanish needed in the workplace and the community. Participants learn how to hire an employee, discuss compensation, meet with a parent, communicate rules and expectations, and express general ideas. With this program, employers and educators are able to communicate with the Hispanic community more efficiently and effectively.

Retention Education, Inc. Executive Bios

Bill Groux, Retention Education, Founder & CEO

Bill Groux has 20 years of hands-on experience in the beverage, foodservice, and technology industries. Bill pioneered the Snapple Beverage brand on the West Coast and helped to build Snapple from a regional drink to a global line of beverages and brands. As the first exclusive Snapple beverage distributor west of the Mississippi, Bill helped build the Snapple brand from the ground up. Starting out selling drinks from the back of his truck, Bill grew his business, Groux Distribution, into the largest bottles-per-capita market for Snapple in the country in four short years. Bill sold his distributorship back to Snapple Beverage Corp., and entered into a partnership with the parent company to turn around two struggling distributorships in Houston and Dallas, Texas. After successfully repositioning the Snapple brand and bringing the operations to profitability in Texas, Bill sold the two distributorships to Quaker Oats.

Bill subsequently joined Johnny Rockets as a Vice President of Marketing. In this role, he developed and helped manage every aspect of the business that touched the customer from brand positioning, marketing and store layout to menu development and customer service. His most significant contributions included honing a consistent brand message and creating marketing and operational alignment with franchisees. During his time at Johnny Rockets, Bill recognized the tremendous increase of the LEP (Limited English Proficient) Hispanic population in the foodservice industry. He also witnessed the communications struggles that developed within the restaurant among employees and with customers. This experience ignited a desire to find a solution to the growing language barrier and the challenges it created. That solution would ultimately become Sed de Saber and Retention Education.

Bill graduated magna cum laude with a Bachelor's degree in English from Colorado College. He and his wife Susan have one daughter, Elizabeth.

Dave Henninger, Executive Vice President of Sales and Marketing

Dave has spent the last 22 years leading the marketing and operations efforts for Fortune 100 packaged goods companies. Before Retention Education, Dave worked for The Coca-Cola Company for 12 years, Kraft General Foods for five years and Colgate-Palmolive for five years. Within these corporations Dave led many innovative marketing campaigns, design and commercialization of new products, and filled many management roles. Dave earned his B.S. in Chemical Engineering from the Ohio State University and his M.B.A. from the University of Chicago, graduating cum laude, with emphasis in Marketing and Strategy.

Holly DeLeon, Vice President of Sales

Holly has over 25 years experience in the education industry where she helped build LeapFrog's Schoolhouse division from start-up to over \$80 million in six years. She is a founding member of LeapFrog's educational division and also worked with Teaching Innovations and the American Reading Company. Prior to her experience in the education industry, Ms. DeLeon spent 10 years in sales and marketing with American Airlines and New York Life Insurance.

Ginger Brucker, Vice President of Operations

Ginger has 21 years of education industry operations experience with Plato, Lightspan and Jostens Learning. Ginger began her career in curriculum product development with Compass Learning Corporation where she advanced to Vice President of Curriculum Software and Print Development. Ginger is certified in Arts Administration by New York University.

Michelle Miller, Vice President of Marketing

Michelle has over 20 years of global marketing experience and has been based in the United States, Asia and Europe. She has managed Pepsi-Cola Asia Pacific with Ogilvy & Mather, international marketing for Rockport of Reebok International, global marketing for McCann-Erickson on the Tourism Authority of Thailand. Most recently she held the position of vice president of marketing for the Multicultural Foodservice & Hospitality Alliance (MFHA). She was instrumental in the media and foodservice industry launch of Sed de Saber at the MFHA 2004 national conference in Washington D.C. Michelle holds a bachelor's degree from Harvard University and a master's degree from Boston College. She speaks Mandarin, French and Spanish.

Marilee Valkass, Vice President of Product Development

Marilee is a founding member and Vice President for Retention Education. She played a key role in the development of the Company's premier product, Sed de Saber. Today, she continues in that vein overseeing product development for the Company's rapidly expanding content library. Prior to taking the lead in product development, Marilee directed Company operations. Marilee's previous management positions include account executive for a Hispanic marketing firm, account manager for a dot-com company, sports marketing manager for a bicycle company, and sales and marketing manager for a fine dining restaurant chain. Marilee earned her Bachelor of Arts in Philosophy and English from Loyola Marymount University, Los Angeles, and recently completed her Executive Masters of Business Administration from the same institution.