

Contact:
Jeff Simpson
President/CEO
Mindful Media
Tel: 543. 433. 2564
Fax: 543. 433. 2565

FOR IMMEDIATE RELEASE

CEO Launches Pioneering Method Of Cross-Platform IT Systems Training

(Burbank, California, January 24th, 2004) President and CEO David Simpson has announced the creation of Mindful Media Inc., a multi-media enhanced support system for IT hardware and software training. Targeting businesses in size from start-ups to Fortune 500's, Simpson says many company's today suffer from inadequately trained employees who can't maximize the company's IT systems.

"In virtually every business I consult with, there's a significant percentage of their employees who haven't been trained properly on their current IT systems. This results in a knowledge deficit and a real lack of hands-on, real time know how about the applications they're running and how to get the most out of them".

Mindful Media employs an interactive approach utilizing the latest in Internet seminars, CD-Rom and Digital-Video presentation. Department heads and section managers are taken through a comprehensive, step by step training to ensure they have a working familiarity and understanding of the IT systems their company uses.

Managers are then guided by Mindful Media technicians in the re-training of their own employee base, ensuring both management and employees share a mutual understanding of key applications and how they function.

Mindful Media Inc. has consulting expertise in the Finance, Health and Education sectors and also boasts original research in Technology and Knowledge management.

###

For more information or to schedule an interview with David Simpson, please call: 543. 433. 2564