

Latitude Learning LLC Launches Marketing Web Site Created by DesignHub

Site Promotes On-Demand, Open-Source Learning Management System Used by Training Companies and Departments to Deliver Custom Online Training Portals

SALINE, MI March 10, 2010 – Latitude Learning LLC (www.latitudelearning.com) of Saline, MI has launched a marketing Web site for LatitudeLearning.com, the company's online learning management system (LMS).

Training companies and in-house training departments use LatitudeLearning.com to provide their clients and employees with training on a broad range of business-related topics, and to track their trainees' continuing education and certifications.

The new marketing Web site, www.latitudelearning.com, has been designed and developed by DesignHub, Inc. (www.design-hub.com), a creative services and marketing firm also based in Saline. DesignHub worked with Latitude to plan and design the new site, write and edit its content, program its pages, and test and launch the site.

Over 1 Million Registered Users

The LatitudeLearning.com LMS was initially built for Global 50 companies. It is a scalable, robust, and highly functional on-demand, open-source LMS now available for training companies to provide effective training for their clients through the Software as a Service (SaaS) model.

The LatitudeLearning.com LMS today has over 1 million registered users. This ranks it among the top ten online training platforms.

The new marketing Web site for LatitudeLearning.com explains how prospective users can easily register for a free 45-day trial of the software, and customize the LMS to their own needs, preferences, and brand identities. Through this custom portal, a user can then resell to their clients, or provide to their employees, a library of over 3,000 training courses from more than 50 leading publishers, including SkillSoft, The Par Group, Coastal, and others. Over 75 Global Mindset courses are offered tuition-free.

After the free-trial period, the LatitudeLearning.com user can then officially activate their custom LMS portal for only \$99 and pay as little as \$1 per user per month for ongoing access, or they can pay per course registration. There is no upfront licensing cost.

Alternatively, users can license the open-source LMS software at the heart of LatitudeLearning.com for installation on their own internal servers.

The Latitude Learning System's certification engine has flexible, performance-driven capabilities, and can integrate with the human resource (HR) management utilities of a user's internally hosted enterprise resource planning (ERP) system, if needed, for tracking employees' success in meeting learning and certification requirements.

Continuing paid use of LatitudeLearning.com by training firms and training departments can help recognized charities and other established non-profit organizations that offer training and education as key elements of the services they provide to their communities. Through Latitude's Community Support Program, the company has pledged to provide services valued at 5% of all

revenue generated by LatitudeLearning.com toward delivering free custom LMS portals to these organizations.

About Latitude Learning

Latitude Learning LLC is the developer and host of the world class learning management system (LMS), LatitudeLearning.com LMS. Initially built for global Fortune 50 companies, the LatitudeLearning.com LMS is a scalable, robust and highly functional on-demand platform now available for training companies to leverage for providing effective training for their clients. Built on an open-source platform, the LatitudeLearning.com LMS provides the opportunity for training companies to open a world of new opportunities. Please browse www.latitudelearning.com for additional information. More information is available from Latitude Learning LLC, 100 E. Michigan Ave., Suite 200, Saline, MI 48176. Phone: (888) 577-2797. Email: press@latitudelearning.com.

About DesignHub

DesignHub works with clients on website design and development, brand development, brochures, annual reports, newsletters, advertising, public relations, direct marketing, packaging designs, signage, and exhibits, as well as marketing strategies and plans. The company was founded in 1999.

Principals of DesignHub include: Karen Ragland, business manager and account executive; Ted Chesky, creative director and graphic designer; and Chris Kochmanski, marketing strategist, account executive, and copywriter. The firm has on-staff and freelance professionals for graphic design and Web site design and development.

In addition to Latitude Consulting Group, DesignHub's clients include Advanced Photonix Inc., Aluminum Supply Co., American Aqua, Bemis Farms Childcare, Berry & Associates, Center for Automotive Research (CAR), Center for Information Management (CIM), Center for Student Studies (CSS), Chelsea-Area Wellness Foundation, Chelsea Lumber, Chizek Custom Builders, Chrysler LLC, Corporate F.A.C.T.S., Daniels and Zermack Associates, Daycroft Montessori School, Dexter Research Center, Dimensional Engineering, Electrocon International, Evangelical Homes of Michigan, The First Congregational Church of Ann Arbor, Hardwood Solutions, Homeowner Services of America (HSA), INSTALL Michigan, JCG Associates, JPRA Architects, Lamaze Family Center of Ann Arbor, Marshall Sales Inc., McMullen Company, Metropolitan Building Services, Motawi Tileworks, OptiMetrics Inc., PTC, Packaging and Shipping Specialists (P.A.S.S.), Peters Building Co., Phoenix Contractors, Power Wellness, Program for Automotive Labor and Education (PALE), Rand Construction, Renewal Ministries, City of Saline, Saline Area Chamber of Commerce, Saline District Library, Saline Parks and Recreation Department, Samson Senior Properties, SignGraphix, Sircon, Solution Recovery Services (SRS), Sun Engineering, Survey Sciences Group (SSG), the University of Michigan School of Music, Theatre & Dance, and Vinylife Hose Co.

Further information is available from DesignHub, Inc., 600 W. Michigan Ave., Saline, MI 48176. Phone: (734) 944-8705. Email: info@design-hub.com.

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