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KNOWCONFLICT ADDS CONFLICT MANAGEMENT PROGRAM TO TRAIN TEACHERS

Online Education Targets Teachers, Counselors and Administrators
Supports Safe-School, Life Skills Development Interests

(Scottsdale, Arizona) – August 28, 2001 – *KnowConflict, LLC*, a Scottsdale-based company that develops and delivers Internet-based educational programs, has announced the release of its Conflict Management Professional Development Program – Introduction of Conflict Management to High Schools Students. This program helps schools effectively integrate conflict management into everyday learning. The program supports the high school level conflict management program currently marketed by *KnowConflict*.

KnowConflict's conflict management education approach is based on scientifically tested theories about human behavior and the ability to change. The online program brings together proven conflict management methods and interactive technology to help students learn to deal with conflict through the introduction of conflict management theory and the examination of real-world scenarios.

The Professional Development course is designed to enable teachers and counselors to quickly master the concepts and successfully integrate the course into their school. The straightforward presentation walks through the elements of the conflict management course, gives suggested applications and provides simple steps to get started.

According to Gil Blumenthal, founder and chief executive officer of *KnowConflict*, "Teaching students the strategies and language of conflict management facilitates better communication and promotes successful outcomes in students' disputes with teachers, counselors, families and peers."

"Knowing how to manage and resolve conflict can make a tremendous difference in the lives of students and in the social climate at school. It's a skill everybody needs," says Blumenthal. The release of the Professional Development Program coincides with the launch of the high school level course for students in grades 8-12 in Illinois, California, Arizona and the Washington, DC area.

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Independent studies of conflict management programs show that they can make a dramatic difference in students' lives, and the schools that teach them have seen a drop in behavioral problems. The support of teachers and counselors is an essential component for students as they learn what, for most, will be a new way of looking at the factors that create stress and conflict in their lives.

"Internet-delivered learning products can expedite the dissemination of conflict management information and tools to a significantly larger and more diverse audience than could be reached by any other method." According to Jim Layne, President of *KnowConflict*, "The *KnowConflict* course is designed to complement and enhance other efforts taken by schools to create safe and positive learning environments. The *KnowConflict* program for high school students is the first of several conflict management and related life skill programs to be offered by *KnowConflict*."

Students surveyed show that they want help in dealing with their problems.

"The timing for our programs is excellent," said Jim Layne, president of *KnowConflict*. "More than 95 percent of the nation's schools are wired to the Internet, 85 percent with high speed access. The *KnowConflict* model supports teachers by providing proven curricula that schools rarely have time or funding to develop independently. And unlike other programs, we have kept the cost per student low. We'd much rather see the benefits of our programs reach a wide audience than only penetrate a limited portion of the student population."

Layne added that many corporations have indicated an interest in the long-term outcomes of conflict management programs, and support such programs as part of their community outreach. "The life skills provided by *KnowConflict* programs are highly transferable. Employers know that these skills will be used in the workplace because the schools are the feeder system for tomorrow's workforce," he said.

About KnowConflict, LLC

KnowConflict, LLC was founded in January 2000 to create software products that support the teaching and learning of life skills, such as conflict management, via the Internet. From its office in Scottsdale, AZ, the Company plans to offer a variety of sophisticated educational products, including professional development programs. *KnowConflict* programs will assist individuals of all ages in dealing with the various challenges they inevitably encounter throughout their lives. All programs can be customized to deal with those events that produce conflict and stress at school, work and in everyday living. For more information about the Company and its programs, visit www.knowconflict.com or call Gil Blumenthal at (480) 951-2157.

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