

**PRESS RELEASE
FOR IMMEDIATE RELEASE
July 18, 2007**

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**DIGILORE WELCOMES ABDI LAJEVARDI AS VICE PRESIDENT OF BUSINESS
DEVELOPMENT**

CINCINNATI, OH – July 18, 2007– DigiLore®, the leader in Learning Lifecycle Management® solutions, today announced that Mr. Abdi Lajevardi has joined the company as Vice President of Business Development. A recognized leader in transforming education, Mr. Lajevardi brings over 25 years of education and workforce development experience to DigiLore.

Mr. Lajevardi has had a successful history in managing revenue growth and growing operations for education technology companies selling into diverse markets. He comes to DigiLore from Pegasus Educational Consultants, where he served as President and Chief Executive Officer. Previously he was the COO of Fairmont Private Schools which is recognized as one of the most prestigious preparatory academies in the nation. Mr. Lajevardi has also served as Chair of the Distance Education subcommittee of the Accrediting Council for Continuing Education and Training (ACCET). In 1992, the former governor of California, Pete Wilson, assigned Mr. Lajevardi to a 12-member task force to examine and advise the steps that the state of California should take in order to compete in the ever-changing markets set by the global economy. Today, his expertise is sought by multiple national and international companies.

"Abdi brings a unique combination of experience and insight in the education sector that will enhance DigiLore's value propositions across this market. He understands client needs and how Learning Lifecycle Management® can deliver results and achieve operational objectives." said Chuck Pollington, VP of Sales at DigiLore. "Abdi brings the exceptional leadership and management experience required to help DigiLore become a leader in the fast-emerging education and workforce development marketplace," said Dr. Mohsen Rezayat, Chairman of the Board at DigiLore, Inc. "With the senior management team now in place, we will be able to focus our efforts on building great relationships with our partners and delivering world-class products to our customers."

Prior to joining DigiLore, Mr. Lajevardi held senior-level positions at a variety of firms, including International Educational Corporation (IEC), United Education Institute (UEI), Advanced Career Training (ACT), Southern California International College (SCIC), Taylor Business Institute (TBI), Custom Training Solutions (CTS), and the International

University of Business and Technology (IUBT). In developing the various curriculums, Mr. Lajevardi and his team examined various industries to understand the technological knowledge, skill-sets, communication skills, critical thinking, customer service, and research skills necessary to prepare ideal candidates to join these industries. According to him, "The key to developing a relevant curriculum in today's marketplace stems from recognizing and working closely with the industries that we cater to."

Mr. Lajevardi holds a bachelor of science degree in electrical engineering from Pacific State University. He has completed core courses towards a MSEE from California State University Los Angeles, and has completed courses and seminars in International Business and Marketing, Management, Teaching Credentials, and Curriculum Development from UCLA, Dale Carnegie, and the American Management Association.

About DigiLore[®], Inc.:

DigiLore[®] is the leading provider of Learning Lifecycle Management[®] solutions. DigiLore enables organizations to plan, manage and control the learning process from start to finish, including the ability to validate and ascertain the effectiveness of training programs. Founded in 1999, DigiLore is a privately held company with offices in Cincinnati, Los Angeles, Flint, and Dubai (UAE). Since inception, DigiLore has been creating innovative tools for automated tutoring, training, aiding, and troubleshooting. For additional information please visit our website at www.digilore.com or call us at 513.831.2578 x 103

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