



FOR IMMEDIATE RELEASE

**PERFORMANCE LEARNING SYSTEMS, INC. APPOINTS
LYDIA MIHALEK AS CHIEF COMMUNICATIONS OFFICER**

ALLENTOWN, PA – December 05, 2011 – Performance Learning Systems, Inc. (PLS), an educational services company today announced the appointment of Lydia Mihalek as Chief Communications Officer. In this new role Ms. Mihalek will be responsible for Public Relations, Corporate Identity and Brand Strategy, and Media Relations globally.

“Lydia brings a wealth of marketing and communications experience to this role,” said Neil Rose, Chief Executive Officer of PLS. “With her innovative approach and strong communications background, she is a great asset to our leadership team.”

Prior to joining PLS, Ms. Mihalek was Vice President of Marketing at the CIT Group, Inc. In this capacity, she led all marketing efforts for one of CIT’s business units and represented the Office of the President of Small Business Lending on all official communiqués and media relations with outlets including CNBC, CNN, BusinessWeek, FOX Business and Wall Street Journal. Prior to the CIT Group, Inc. she held various senior management positions at AT&T and Key Bank.

Ms. Mihalek is fluent in Slovak and is a member of LinkedIn's Chief Marketing Officer Council and the Public Relations Society of American (PRSA) New Jersey Chapter. She is an advocate for both the Alzheimer's Association and the Celiac Disease Foundation. Ms. Mihalek attended Rutgers University where she earned a BA in Communications. She can be reached at 484.223.1838 or at lmihalek@plsweb.com.

ABOUT PLS

For over 40 years, Performance Learning Systems, Inc. and its wholly owned subsidiary 3rd Learning have been committed to providing educators with the highest standard of on-line and on-site graduate education courses, professional development and technological resources. Our team of experts has helped more than one million teachers obtain the skills and strategies necessary to meet the needs of today's students and beyond. With over 45 courses and more than 13 published resources available in all 50 states and over 30 countries internationally, PLS and 3rd Learning are market leaders in education services. www.plsweb.com

PLS MEDIA RELATIONS

Lydia Mihalek
Chief Communications Officer
Performance Learning Systems, Inc.
484.223.1838
lmihalek@plsweb.com

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