



For Immediate Release

Contact: Steve Cooper
Camelback Education Group, Inc.
Steve@CEG-Inc.com

CAMELBACK EDUCATION GROUP NAMES RYAN BUSCH PRESIDENT OF EDUFIRE.COM

CHANDLER, Ariz. (November 16, 2010) – Camelback Education Group (CEG) recently named Ryan Busch President of eduFire, one of its portfolio companies. Ryan Busch has a strong marketing and higher education background. During his time with Apollo Group, Inc. (the parent company of University of Phoenix), Busch served in a variety of capacities including; student services, academic affairs, marketing, and the development of new and cutting-edge learning technologies.

While on staff at Apollo Group, Busch was responsible for coordinating efforts both nationally and internationally. In 2007, Busch left Apollo Group to serve as the founding director of StraighterLine where he developed a “College-as-a-Subscription” model in which students had the ability to pay a monthly subscription for access to the courses.

Steve Cooper, CEO of CEG, notes, “Ryan’s background, skills, and passion for changing education make him the natural and right person to lead eduFire’s growth. He’s just the sort of visionary that eduFire needs at this point—we are thrilled to have him take the wheel”. Busch added, “eduFire is one of the most exciting services that I have seen in elearning—the potential is startling”.

eduFire has become one of the fastest growing learning communities on the web with over 80,000 members and is often listed as one of the most innovative companies in education. eduFire is a marketplace for learning, and its social networking community is attractive to students and tutors; the site’s built-in platform is easy to use and eliminates the need to download any software. The site offers teachers and students a suite of tools for online learning including videos, flashcards, podcasts and forums.

Initially launched a B2C model, Busch will continue to lead eduFire’s consumer service as well as introducing new initiatives involving higher education and the establishment of a revolutionary new B2B concept that will allow businesses to crowd source the long tail of consumer education and customer support.

About Camelback Education Group

Camelback Education Group is an investment and management company focused on the higher education industry. The company owns and operates a portfolio of higher education institutions and education related businesses. Our mission is to innovate the delivery of education. We are active in both online and on ground environments and our passion is to make education accessible, affordable, and dynamic. We seek acquisitions of higher education entities as well as technology, marketing, and service businesses that are highly complementary with our holdings. For more information about Camelback Education Group, visit: www.CEG-Inc.com.



About eduFire

EduFire initially raised \$1.3 million in Series A funding from Battery Ventures, with Google AdSense godfather Gokul Rajaram, Presidio Ventures (the wholly owned early stage investment vehicle of Sumitomo Corporation), and Western Technology Investment participating. Over 7,000 teachers and 70,000 students have signed up to participate in classes ranging from language learning and test prep to business and technology training. eduFire launched in May of 2008 and the company has doubled in size (traction, users, etc.) each quarter since launch. The company has appeared in a wide range of press including Fortune, USA Today and TechCrunch. For more information about eduFire, visit: www.eduFire.com.

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