

NEWS RELEASE

BRIDGES TRANSITIONS INC. BECOMES EXCLUSIVE DISTRIBUTOR OF ONLINE LEARNING STYLE INVENTORY

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Kelowna, B.C. - Bridges Transitions Inc. (TSX:BIT), a leading provider of products and services for achieving education and career success, is pleased to announce it has reached an exclusive distribution agreement with Human eSources[®], Ltd. of Marlborough, CT. With this agreement, Bridges becomes the exclusive North American distributor of the standalone, online edition of Human eSources' Learning Style Inventory for the K-12 market. Versions are available for students in Grades 3-5 and Grades 6-12.

The Learning Style Inventory was initially developed by Dunn, Dunn and Price in the late 1970s as a pencil and paper exercise. It is currently the leading learning style inventory in the education community. The online version developed by Human eSources is well positioned to attract pencil and paper users of all brands of learning style inventories and establish a market leadership position in the K-12 education market.

Implementation and use of learning style initiatives can accomplish significant gains in reading and mathematics achievement on standardized achievement tests as well as improved study habits, attitudes, and behavior, leading to the reduction of discipline problems and chronic truancy.

"We are very excited to be able to offer the K-12 education community a product that allows students to learn more about themselves and improve their achievement," said John Simmons, Chief Executive Officer of Bridges Transitions Inc. "After extensive market research, we came to the conclusion that the market was ready for an online learning style inventory and the Dunn, Dunn and Price Learning Style Inventory online version from Human eSources was the logical product of choice. Keeping with the overall mission of Bridges, we are committed to offering the finest quality, best valued products designed to facilitate successful transitions for students."

"We are excited to place the Learning Style Inventory product alongside the Do What You Are personality assessment we already distribute successfully through Bridges," said Bert Miller, Chief Executive Officer of Human eSources, Ltd. "We have been working with Bridges for four years. They are a market leader in the K-12 education space and provide Human eSources with a market reach we could not duplicate with any other organization in the K-12 market."

About Human eSources

Founded in 1998, Human eSources has been dedicated to providing K-12 students, college students, and adult workers with online tools to help them achieve more success in their lives. Human eSources' Internet software applications are used worldwide by education and HR professionals, as well as individuals, across all nationalities and demographics.

About Bridges

Bridges is the leading provider of software-based and online education planning, career exploration, and high school/college test prep resources designed to help students achieve education and career success. Bridges' planning and exploration products give students and adults in transition reasons to achieve more -- exploring all their options, setting goals and making plans to get there. Test prep products available from Bridges give students ways to achieve -- by improving math, reading and other academic skills, raising test scores, and by giving educators and administrators instant performance feedback that enables data-driven instruction.

Over 14,000 schools and other agencies across the U.S. and Canada use Bridges' products and services. Bridges serves the needs of more than one million annually graduating high school students seeking educational or career planning assistance.

For more information, visit <http://www.bridges.com>. The Company is listed on the Toronto Stock Exchange under the symbol: BIT.

FOR MORE INFORMATION, CONTACT:

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