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Bridges Adds New VP of Sales to Help Expand Market Presence

FOR IMMEDIATE RELEASE

Culver City, CA – July 19, 2007 – Bridges Transitions, a Xap Corporation company, announced the hiring of a new Vice President of Sales, Rachel W. Martinez, to help increase its presence in the education and workforce marketplace. This will further the recent sales success for Bridges products with recent new and renewal statewide agreements in Florida, Mississippi, North Dakota, South Dakota, and Utah, in the past month.

“The marketplace has embraced the tremendous synergy of Xap and Bridges, with numerous statewide contracts and many sales in schools and districts throughout North America,” said J. Michael Thompson, CEO. “We look forward to Rachel and the sales team expanding our presence in the academic year to come.”

For over 20 years, Rachel W. Martinez has formed and grown several professional sales organizations that have successfully represented innovative and effective educational technology tools for K-12. Based on a philosophy of service and partnership, these sales teams worked in unison with educators and administrators toward the attainment of student achievement.

Beginning when laserdiscs were “state of the art” education technology, the impact of reaching students with an accessible electronic medium in the classroom was significant. Moving from analog to digital formats, she formed a successful sales organization at a start-up company that delivered full online courses. Most recently, she built and led a direct sales team for a company that delivered reading resources via the Internet. At each of these companies, her teams have had significant local, district, regional and state adoptions.

“When I was approached about joining Bridges, I was struck by three things: 1) the importance and value of the products, which help students define and map their personal futures; 2) the true staff commitment to make a positive difference in education; and 3) the company leadership’s passion, which is not simply lip service, but grounded in core beliefs and constructive actions,” said Rachel W. Martinez. “I am excited, pleased and proud to become part of the team.”

About Xap

Xap Corporation (www.xap.com), the trusted industry choice for one-stop integrated education and career solutions, empowers successful lifelong transitions through market-leading innovations and smart, flexible tools that are reliable, valid and secure. Its products have helped over eleven million students in the past decade. Bridges Transitions (www.bridges.com), a Xap Corporation company, is the leader in online career exploration solutions used in over 14,000 schools and agencies in North America.