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Milady Supports the Skilled Workforce of Tomorrow at SkillsUSA Conference

Participation in Conference Highlights Commitment to the Skills-Based Professional

Clifton Park, NY – August 14, 2009 – Milady, a leading provider of beauty and wellness learning solutions, and part of Cengage Learning, participated in the 45th annual SkillsUSA National Leadership and Skills Conference (NLSC) to support students in skills-based disciplines. Five thousand outstanding career and technical education students from across the country met in Kansas City, Missouri in June to compete in 91 different trade, technical and leadership fields.

SkillsUSA, a national nonprofit organization serving high school students, college students and teachers preparing for careers in trade, technical and skilled service occupations, hosts the annual conference to recognize and develop future leaders. Cengage Learning, home to the Milady brand, is committed to lifelong learning and the skills-based professional, making it a natural partner for the SkillsUSA NLSC event.

Milady employees provided support in various cosmetology competition areas. Company employees served on both the Hair Competition Technical Committee and the Nails Competition Technical Committee, as well as provided judging for both the Hair and the Nails Competitions. For the Esthetics competition, Milady again provided judging and also implemented two written exams for competitors. In addition, Milady hosted two University Skills sessions: "Life by Design - Making the Changes you Need and Want," which discussed how to create smart personal development goals; and "Understanding Customer Service and the Needs Assessment," which discussed effective client communications.

"Milady is proud to participate in this important event and we are honored to be able to contribute to the success of our future workforce," said Dawn Gerrain, president, Milady.

Overall, Cengage Learning played a large role in this year's NLSC event. The company was the exclusive sponsor of the prestigious Advisor of the Year Award which is given to a high school or secondary school instructor whose teaching program has a successful impact on students. After interviewing finalists, company representatives presented the award to the winner at the conference's opening ceremony. Cengage Learning also provided grants to the winner and regional finalists. In addition to hosting a booth at the event, Cengage Learning employees also served on several committees, provided help with various competitions and hosted several University Skills sessions.

For more information about Cengage Learning's skills based solutions for students, professionals, institutions and businesses as well as Milady products, please visit www.cengage.com.

About Cengage Learning

Cengage Learning delivers highly customized learning solutions for colleges, universities, instructors, students, libraries, government agencies, corporations, and professionals around the world. These solutions are delivered through specialized content, applications and services that foster academic excellence, professional development, and measurable learning outcomes. Cengage Learning's existing company and imprint brands include Heinle, Gale, Wadsworth, Delmar, Brooks/Cole, and South-Western, among others. For more information on Cengage Learning please visit www.cengage.com.

About Milady

Milady, a part of Cengage Learning, is the number one provider for beauty and wellness learning solutions. For more than 80 years, Milady has provided the industry with superior educational and professional learning materials. Milady offers salon and spa professionals support through personal consultation, business and life coaching, comprehensive organizational training, and web-based assistance. Complete with programs in place to assist salon and spa business owners to further develop successful lives and stable profitability, Milady is a true full-service provider from student to professional. Spanning six continents, Milady has aided more than 10 million beauty professionals in achieving licensure success. Learn more about Milady by visiting www.milady.cengage.com.