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theEDGE By Milady: Muse Edition Wins Telly Award for Outstanding Education Video

Milady Wins Award for Second Consecutive Year

Clifton Park, NY – July 13, 2009 – Milady, a leading provider of beauty and wellness learning solutions and part of Cengage Learning, today announced that *theEDGE by Milady: muse edition* received a Telly Award for Outstanding Education Video. theEDGE is a cosmetology training DVD and technical resource for students, professional stylists and salon owners. In 2008, *theEDGE: metroluxe edition* was also honored with a Telly award.

theEdge by Milady: muse edition features three different women with varying lifestyles, preferences, and requests that are uniquely their own. The Milady design team explores the art and science of the “Needs Assessment”, a consultation designed to assist the technician in discovering exactly what the client is looking for, and collaborate on creative and artistic solutions to meet those needs. The DVD teaches professionals and students the latest techniques in haircutting, hair coloring, and make-up application to create just the right look, using their clients’ vision as their inspiration.

Founded in 1979, the Telly Award is given to local, regional, and cable television commercials and programs, as well as the finest video and film productions, and work created for the Web. The mission of the Telly Awards is to strengthen the visual arts community by inspiring, promoting, and supporting creativity. There were over 11,000 entries in this year’s competition. A prestigious judging panel of over 40 accomplished industry professionals judged the competition, upholding the historical standard of excellence that Telly represents.

“This award brings prestige and credibility to a product that is both innovative and inspiring,” said Dawn Gerrain, president, Milady. “We believe in the integrity and quality of theEDGE and this award validates its educational value to beauty students and practicing professionals around the globe.”

For more information or to view a demo of the product, please visit <http://milady.cengage.com/medialounge.asp>.

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, part of Cengage Learning, is the leading provider of beauty and wellness education and has been an industry staple for the past 80 years. Known not only as a provider of pre-licensure resources, Milady offers training and consulting nationwide in various forms for salon and spa professionals, changing the lives of tens of thousands each year.