

FOR IMMEDIATE RELEASE

REDILEARNING AND BILD & COMPANY LAUNCH FIRST ONLINE TRAINING OF ASSISTED LIVING CENSUS DEVELOPMENT SYSTEM

Bild, noted author and advisor, will play an exclusive strategic development role.

DELRAY BEACH, FL – RediLearning Corp. announces that Traci Bild, Founder and CEO of Bild & Company, has joined the company in the role of *Content Expert* with a focus on census development for senior living facility owner-operators and sales counselors. Ms. Bild brings a wealth of knowledge and insight from her 20 years of experience helping 200 seniors housing providers to improve their sales and marketing outcomes. The announcement was made by Michael Hemlepp, President & CEO of RediLearning Corp.

“Traci Bild is a singular talent in the seniors housing world. She has shown over and over how a systematic development program performs consistently for a cross-section of the industry regardless of market conditions“, Mr. Hemlepp said, “This appointment is a very special complement to our team of senior care experts.”

Ms. Bild is [keep title consistent with above] of Bild & Company an organization that specializes in the sales and marketing of seniors housing and healthcare organizations through an integrated approach to sales and marketing working in tandem with operations. She is a widely read author of three books: *Zero Lost Revenue Days* (Metis Publishing, 2010); and *7 Steps to Successful Selling* (Perigee, 2001). Ms. Bild has been featured as a contributor on the major broadcast networks, NBC, ABC, CBS and Fox News, as well as in *USA Today*, *Newsweek*, *The Wall Street Journal* and other leading publications.

“RediLearning offers those of us counseling the senior living sector an opportunity to deliver our message to a large audience in a high-credibility educational environment made up of experts in clinical and operational best practices who also possess top tier communication skills,” said Ms. Bild, “I clearly see how my sales and marketing expertise, and ability to connect on a personal level, can fill a vital role in this comprehensive approach to lifting our industry’s performance.”

As a RediLearning *Content Expert*, Ms. Bild will be integrating her popular training and coaching systems for various online senior living curricula, particularly for assisted living organizations. She will also be creating new original multimedia content to be featured in both LMS-based training for organizations, and webcasts directed to individuals in the senior living field.

About Bild & Company: Bild & Company has twenty years of experience providing sales training, coaching and marketing services to more than 200 senior housing organizations of all sizes, and helping them to grow occupancy and revenues for their communities. Complete information may be obtained by contacting: Bild & Company, 3608 Shady Lane, Palm Harbor, FL 34683, Tel. 800.640.0688, FAX 800.640.0688, email tbild@tracibild.com or visit www.tracibild.com.

About RediLearning Corp:

RediLearning Corp. is an online education leader serving organizations and individuals in the Senior Care industry with expert Core Regulatory, Specialty and CEU curricula, supported by its advanced Learning Management System (RLMS); and expert CEU Webcasts, available both "Live" and "On-Demand." Complete information may be obtained by contacting: RediLearning Corp., 518 Northeast Second Avenue, Delray Beach, FL 33444, Tel. 877.327.7828, email davidlohmann@redilearning.com, or visit www.redilearning.com.