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**KNOWLEDGE FACTOR ADDS MARKETING VETERAN  
SANFORD KEZIAH TO BOARD OF DIRECTORS**

**September 26, 2006 (Denver, CO)** – Knowledge Factor, Inc., the leader in Confidence-Based Learning and mastery, has appointed veteran marketing strategist Sanford (Sandy) Keziah to its Board of Directors. Sandy joins the Board as Knowledge Factor continues to expand the awareness and adoption of its patented Confidence-Based Learning System™ among Fortune 1000 companies.

The CBL System is designed to accurately measure the knowledge quality of professionals, isolating confidently-held misinformation and doubt, and quickly and effectively remediating knowledge and confidence gaps until professionals have total mastery of their discipline. By doing so, the CBL System reduces the risk of mistakes, significantly reduces training time, and produces professionals who can put correct, confidently-held knowledge into action.

“Knowledge Factor is revolutionizing the way the world attains, measures and masters knowledge through its patented Confidence-Based Learning System,” said Mark Dreher, CEO of Knowledge Factor. “Sandy’s vast experience and brilliant business background will be an enormous asset as we continue to gain market acceptance of such a disruptive product.”

For the past decade, Sandy was the founder and CEO of Kindred Keziah, one of the nation's leading marketing strategy firms. Sandy founded Kindred Keziah in 1995 to revolutionize the way companies create and manage brands. Over the years, Kindred Keziah grew to house three divisions - Brand Strategy, Brand and Product Innovation, and Consumer and Cultural Insights - in its offices in New York City and Boulder, Colorado. Clients included top companies from consumer product categories including Coca-Cola, Kellogg's, Bacardi, MGM/Mirage, Land Rover, Delta Air Lines, Bank of America, IBM, Chili's and Royal Caribbean Cruise Lines.

Prior to founding Kindred Keziah, Sandy was part of the strategic planning invasion that swept the advertising industry in the early 90's. Working at marquee New York agencies like DDB Needham, Lowe & Partners and DMB&B, Sandy was one of the first strategic planners in U.S. agencies. He led the strategic planning process for brands such as Diet Coke, NEC Computers, Adobe Acrobat, M&M/Mars and Olympus Cameras.

Sandy started his career by founding B & K Associates, a hotel-restaurant management company that ran restaurants and hotels on the Jersey Shore. Sandy received a B.A. in English from Duke University and a Masters of Theological Studies from Harvard.

#### **Knowledge Factor**

Founded in 2000, Knowledge Factor has gained national acclaim for its unique ability to move people to total mastery in almost any discipline, resulting in better performing organizations. Today, the Company's patented Confidence-Based Learning System™ is used to improve the performance of organizations inside some of the nation's largest healthcare, pharmaceutical, manufacturing, food processing and financial services companies by identifying and eliminating competency gaps wherever they exist. For more information, go to [www.knowledgefactor.com](http://www.knowledgefactor.com).