

SyberWorks appoints a New Marketing Director

Waltham, Massachusetts – June 28, 2004

SyberWorks, a leader in custom e-Learning Solutions and the Learning Management System industry, today announced the appointment of Mary Kay Lofurno as Director of Marketing.

Lofurno recently served as Director of Marketing at Sunesis Marketing, Inc. Sunesis Marketing, Inc. is a marketing consulting firm that specializes in the technical aspects of marketing. Lofurno has over 17 years experience in marketing and direct marketing in high tech and business-to-business environments. Lofurno specializes in lead generation, search engine optimization, search engine marketing, and multi-cross channel marketing. Lofurno is also an adjunct professor in marketing and e-commerce at Boston University's Metropolitan College.

At SyberWorks, Lofurno will report to Dave Boggs, president, founder, and CEO. According to Boggs, "SyberWorks is growing rapidly and expanding into multiple channels with our products and services. We believe Mary Kay has the ideal mix of skills and expertise to grow our various business lines." Boggs states:

"Her expertise in web marketing, multi-cross channel marketing, and lead generation is a critical lynchpin for our Business Development and Sales division as they expand into new markets and continue to make inroads with our customers here and abroad."

Lofurno states, "I am excited about the opportunity to market the SyberWorks robust, flexible, learning management system product family and services. I am looking forward to applying new, innovative marketing tactics to sell the company's products and services and opening up new channels of distribution for SyberWorks to sell their learning management systems and course development services in the US and internationally."

About SyberWorks

SyberWorks, Inc. (www.syberworks.com) is a leader in the custom e-Learning Solutions and Learning Management System industries for Fortune 1000 corporations, higher education, and other organizations. Located in Waltham, Massachusetts, the company serves the multi-billion-dollar e-Learning market. Since 1995, SyberWorks has developed and delivered unique and economical solutions to create, manage, measure, and improve e-Learning programs at companies and organizations in the United States, Canada, Europe, and other countries.