PRESS RELEASE

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Bedrock Learning Launches New Website

It's easy to navigate, quick to order online training, and full of relevant industry information

Holland, MI – November 1, 2016 – Bedrock Learning, the leading independent training provider in the connected home industry, is pleased to announce the launch of its redesigned website. Substantial enhancements provide visitors with expanded relevant information and easy access to online training, assessment tests and content services.

"Our commitment to help all members of the industry to succeed drives everything we do. By "Bedrock-izing" complex information we simplify technology, write in plain English, and offer affordable, effective solutions for new careers brought about by the smart home technology evolution," said Helen Heneveld, President of Bedrock Learning. "The new website is intuitive to use, fun to look at, and welcomes anyone and everyone to learn about the smart home industry - receptionists, counter people, sales personnel, technicians, business owners, and more. Users love learning with Bedrock. We are proud of the breadth and depth of the online training and appreciate our customers who come back asking for more."

The revamped site is fast and the responsive design allows for viewing on all mobile devices. It features an updated look with enhanced features, including easier navigation, detailed product information, and a user-friendly shopping cart.

The updated website enhances the user experience by:

- **Reducing the number of user clicks** to navigate the site
- **Providing users with Product Categories** to easily focus in on solutions to meet their needs
- **Offering quick links to specific Service Offerings** to help users enhance their custom training
- **Being compatible with all browsers and mobile devices** through HTML5 and Rapid Response

In addition to the new product categories, information on each online course has expanded to include prerequisites, objectives, sample screenshots, detailed course outline with sections and key topics, and a quick link to preview course material.

Visitors to the enhanced website can stay informed with the latest Bedrock Learning news, articles, and tips, along with industry events and resources. This valuable content is just a click or two away and provides pertinent business and installation information.

2016 has been a great year for Bedrock Learning as the year started with winning the ***2016 Mark of Excellence Best Education or Support Program Award***. The award, presented at the 2016 International Consumer Electronics Show® by the Consumer Technology Association's TechHome Division, exemplifies the attention and enthusiasm that continues to grow in the smart home market. In addition to this prestigious award, the launch of the new website is increasing awareness and website traffic for Bedrock Learning.

Visit www.bedrocklearning.com to experience the redesigned website.

BEDROCK learning

About Bedrock Learning

Bedrock Learning solves training needs with online curriculum and custom course work for the connected home industry. Developed by industry experts, Bedrock's 80+ hours of online instruction deliver the technology principles behind the products and verify knowledge with quizzes/final tests. Based on over 12 years committed to the industry, along with student success stories and Bedrock's ability to help drive business performance, installation, distribution and manufacturing companies have come to rely on Bedrock Learning for industry training for their teams. Bedrock Learning is the recipient of the Consumer Technology Association's *2016 Mark of Excellence Best Education Program Award*. Visit www.bedrocklearning.com for more information.

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