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FunEducation™ Announces New Name and New Website

SAN DIEGO, Calif., FunEducation, Inc., a leading provider of educational materials and online testing solutions, announced today that it will change its name to Bright Education Services & Testing (BEST)™. This move underscores the company's broader focus on providing superior educational and testing solutions for individual consumers, businesses, and schools.

This re-branding represents not only the maturation of the company but is the result of extensive review of the Bright Education name recognition, core competencies, and position in the market place. "Although the FunEducation brand will still exist as a product line targeted at parents, changing the name reflects nearly six months of intensive focus on taking the company to the next level," says Jonathan Paul, CEO of Bright Education. "It is a natural transition for us as we broaden our product base and solutions offerings."

The name change and brand positioning incorporates a new logo, tag line, and website (www.BrightEducation.com) and will be supported by an integrated marketing program that includes print, online advertising, and direct mail.

Despite the refined direction and updated look for Bright Education, the company is rooted in the foundation built by veteran entrepreneurs and co-founders Patrick Kelly and Jonathan Paul and will continue to produce high quality, affordable academic, testing and business training materials.

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