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FOR IMMEDIATE RELEASE

KOA Sponsors RV Education 101 Training Video Productions

Fayetteville, NC – December 10, 2002 – RV Education 101 produces training videos on how to use and maintain RV's. The owners Mark and Dawn Polk saw a real need for the videos to help educate the RV consumer on the complexities of owning and operating an RV.

Kampgrounds of America, KOA, offers campers and RVers over 500 locations where their camping professionals pride themselves on providing clean, safe and fun campgrounds to stay at. What would be the connection between RV Education 101 and KOA?

Ken Stellmacher, KOA's Vice President for Marketing, made the connection after reviewing a training video produced by RV Education 101. He wanted to develop a working relationship between the two companies. Stellmacher said, "This is a terrific way for KOA to show our support for the RV industry. These videos help ensure that today's RVer is properly educated on how to use their equipment. With interest in RVing at an all-time high, we're excited to team with the leader in RV education."

Hence, a working relationship was formed. KOA contacted RV Education 101 and made arrangements to be a sponsor for all future video productions. They wanted to take the business relationship one step further. Mike Gast, KOA's Director of Communications asked Polk if he would be interested in contributing articles to KOA's monthly email newsletter, the KOA Kompass.

Polk said working with KOA is a great opportunity for RV Education 101. "It helps us reach a larger targeted audience to promote our educational products. KOA has designed a page on its website dedicated to promoting the videos and there are future plans for promotions between our companies that will benefit KOA Value Kard members and continue to educate the RV consumer."

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