

SOMETHING NEW ON THE MENU FOR HOSPITALITY STUDENTS

(NORTHAMPTON, MA) Today Knowledge Matters, Inc. announced the release of ProSim-Restaurant, the first fully visual online simulation of a restaurant designed for hospitality and business students. A series of lessons and projects lead the students through each major management decision then challenge them to put it all together to create their own restaurant.

Restaurants are one of the most opened--and closed-- businesses in America with hundreds debuting and dying each day. Celebrity chefs rival rock stars and sports icons as today's idols. But there's more to restaurant success than great cooking. ProSim-Restaurant delivers that information in the medium of choice for generation next.

The simulation is fully online and can be accessed from anywhere. Any accredited hospitality or business management program can obtain a free trial of ProSim-Restaurant for this semester by going to www.KnowledgeMatters.com or calling 877-96LEARN.

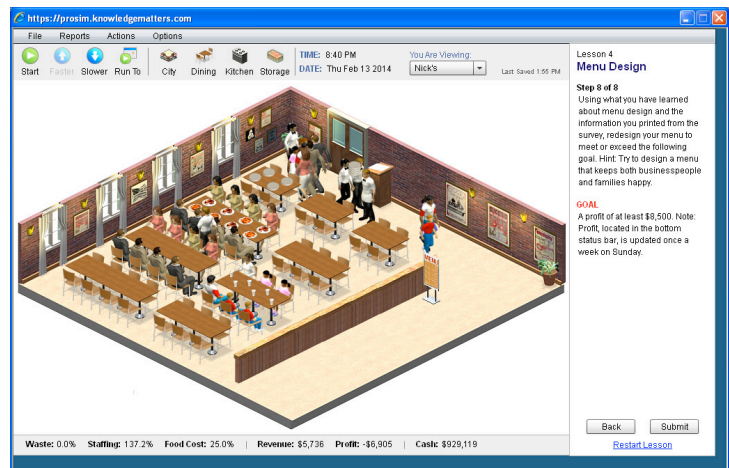
ProSim-Restaurant is the brainchild of Peter Jordan, a computer science major from Dartmouth College with an MBA from Harvard University. According to Jordan, "Most existing business simulations are still using 30 year old technology. A series of formulas determine the outcome, students input some values, a next step is calculated and the students receive outputs. Pretty soon your capstone exercise devolves into 'guess the formula.'

"ProSim-Restaurant is completely different. The underlying technology is a finite element model. This type of modeling is used in scientific disciplines such as aircraft design and traffic analysis. Each 'finite element' of the business:

ingredients, entrees, employees, customers, and staffers are individually modeled. We even model when waiters bump into each other because the kitchen is laid out poorly! The aggregate behavior of the business is determined by many small interactions. Just like in the real world. No more 'guess the formula'; to succeed in ProSim-Restaurant, students need to actually design a great restaurant."

Dan Yacuzzo, a successful restaurant owner for over 20 years who now consults with numerous restaurants, sees the simulation as a breakthrough way to train hospitality students. "It's in motion. It's virtual world where you're actually seeing the consequences of your decisions. ProSim gives your a great taste of what it's like to be an entrepreneur. As sufficient as the textbook was at one point, it is insufficient today. Prosim curriculum is far more important and provides the fundamentals for going forward."

Jim Wilson, Professor of Business at Baypath College, says the simulation gives him an insight into the business minds that his students are developing, "ProSim allows me to see how the students' are thinking through the journaling. My job as a professor is to improve their thinking. This software provides me with a way of going inside



and seeing how they think and then engaging them about whether their choices were correct or not, which is what teaching a business course is all about."

The computer simulation format is an instant hit with students. According to hospitality student Elliot Derricotte, "It's just more fun. It's like you're playing a video game to learn. It's just more fun than reading a boring textbook." But Derricotte, also sees the practical value of the simulation, "ProSim has helped prepare me for the real world because it's a lot like working in a real restaurant. I got to do staffing, pricing, menu design, inventory; it really felt like I was running a restaurant."

About Knowledge Matters

Knowledge Matters is the leading provider of business simulations to high schools in the U.S. With installations in over 1/4 of the country's high schools, Knowledge Matters simulations have been used by over 1 million students. ProSim-Restaurant is the company's first offering targeted at colleges and universities.

For more information, contact:

Eric Olsson
Vice President
Knowledge Matters, Inc.
1 Roundhouse Plaza
Northampton, MA 01060
877-965-3276
olsson@knowledgematters.com
www.KnowledgeMatters.com