

FOR IMMEDIATE RELEASE

**Contact: Jeff Williamson
(909) 571 6443
Mark Matsumoto
(714) 624 7001**

Legacee Management Systems, Inc: Exporting Education to Korea

Legacee Management Systems, Inc. President Murray Johansen is currently in Seoul, Korea under contract Korea University to deliver a six-week class on leadership as part of the university's international summer school program. Mr. Johansen, a member of ETEC learned about this opportunity by attending an ETEC outreach function in Southern California on March 5, 2004, during a presentation by Minister Counselor for Commercial Affairs (US&FCS Korea), Carmine D'Aloisio, at UCLA extension.

Carmine D'Aloisio eluded to teaching opportunities in his presentation which attracted Mr. Johansen's attention. After collecting information and following up with Korea University, Mr. Johansen was sent a contract to provide education services in Korea for a six-week period.



Mr. Johansen's firm provides leadership training and market access consulting. He also serves as a management instructor at UCLA Extension and adjunct professor at Pepperdine University. Over the past few years, Mr. Johansen has begun to market his services aggressively in Asia, where he makes several trips each year to the region. His interest in Asia prompted him to take an active role in the Education & Training Export Consortium (ETEC).

Legacee's guiding principles are focusing on quality, putting its customers first, and forming long-lasting relationships with its customers, partners and vendors. These basic principles provide an excellent strategic fit with doing business in Asia. (www.legacee.com)

ETEC is a public-private partnership funded by the U.S. Department of Commerce's Market Development Cooperator Program (MDCP), and the Center for International Trade Development at Riverside Community College District, developed to help small- and medium-sized U.S. firms expand exports that support jobs. ETEC's mission is to assist Southern California small- and medium-sized businesses, academic institutions and consultants to gain a better share of the professional training and educational services business with Asia Pacific (including assisting with recruiting students).

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