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**SILVERCHAIR LEARNING SYSTEMS ENHANCES PRODUCT EXPERTISE WITH NEW HIRES**

*Lou Ann Robinson is new Director of Home Health Clinical Content; Vince Hockett is new Vice President of Product Marketing*

**CHARLOTTESVILLE, VA, FEBRUARY 10, 2010** – Silverchair Learning Systems (SLS), the leading online education provider in senior care, welcomes two new additions to its Product Development Team. Lou Ann Robinson has joined the company as its Director of Home Health Clinical Content, and Vince Hockett has joined as Vice President of Product Marketing.

“As Silverchair continues to grow—and clients’ needs continue to grow—making the right investments in product development is so important,” said Mike Mutka, President and Chief Operating Officer for Silverchair Learning Systems. “I’m excited about the impact Lou Ann’s and Vince’s expertise will have on our continuing product innovation.”

Ms. Robinson brings more than 25 years of clinical nursing and managerial experience to Silverchair, specializing in Home Health for the last 17 years. Lou Ann is recognized for her expertise in process and performance analysis and improvement, knowledge of regulatory compliance, team building and results-oriented, outcomes-based business practices. She holds degrees in nursing from the University of North Carolina, Chapel-Hill and accounting from the University of North Carolina, Charlotte.

In her role as Director of Home Health Clinical Content, Ms. Robinson will review and develop content for Silverchair’s Home Health curriculum, as well as manage the accreditation process for courses. Prior to her new role, Ms. Robinson was with the Triad Group in North Carolina and served as a member of Silverchair Learning Systems’ Advisory Board.

Vince Hockett has more than 20 years’ experience in marketing, business development, and business management with both start-ups and large multinational corporations. He has a BA in government from the University of Notre Dame and an MBA from the University of Virginia’s Darden School of Business.

In his role as Vice President of Product Marketing, Mr. Hockett will lead Silverchair’s strategic and tactical marketing and product development efforts. Prior to his current role, Mr. Hockett was Vice President of Strategic Business Development with Chesapeake Corporation in Virginia.

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**About Silverchair Learning Systems**

Silverchair Learning Systems works with senior care leaders who want to improve the training process in their organizations. Silverchair offers a user-friendly online training solution that improves compliance and eliminates record keeping headaches, while saving time and money. We make online training successful with easy set-up, ease of use, simple tracking, and educationally-rich yet fun courses. Using this system provides peace of mind and confidence. [www.silverchairlearning.com](http://www.silverchairlearning.com)