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For Immediate Release

Building a Strong Company *Writing Business Plans*

March 15, 2004—SEATTLE, WA—Styles & Scribbles, a writing and design services firm specializing in creating audience-centric information, and Hot Lava Software announce the release a series of new Palm®- and PocketPC-based curricula.

“Creating an effective business plan is a fundamental to any company — from start-up to existing business,” said Tiffany Adamowski, business director of Styles & Scribbles. “This course includes guidance on what areas to research and analyze, as well as how to structure your business plan.”

Styles & Scribbles prepared the subject matter based on actual business experience. In doing so, they identified and resolved common problems seen in real-life business scenarios, giving practical advice on how to research your business proposition, how to identify its mission and goals, and what questions need to be answered in your business plan.

“Creation of a business plan is vital when identifying areas for improvement, defining a new business, establishing agreements between business partners, and obtaining funds and loans,” said Bob Sanregret, chief executive officer of Hot Lava Software. “Thus, we’re pleased to add this course, Writing Business Plans, to our business development and productivity curricula.”

The Writing Business Plans course runs on Palm and PocketPC, two popular handheld devices that, combined, have approximately 25 million users worldwide. To purchase the course, go to www.hotlavasoftware.com/catalog.

Note to editors:

More Information About Hot Lava Software

Hot Lava Software is a world leader in delivering Palm OS and PocketPC mobile learning solutions. Their main activities include creating high-quality products that are easy to use and implement for the widest possible distribution. Hot Lava Software also enables companies and organizations to surpass their learning objectives by creating custom learning and information tools. For additional information, visit www.hotlavasoftware.com.

More Information About Styles & Scribbles

Located in the Pacific Northwest, Styles & Scribbles creates audience-centric information that hits the spot. Areas of expertise include writing, editing, information architecture, and design. Styles & Scribbles works with companies in the biotechnology, medical, telecommunications, and software industries. For additional information, visit www.stylesandscribbles.com.

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