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FOR IMMEDIATE RELEASE

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SANS Inc. Reseller – Crumley Labs Opens New Atlanta Office and Appoints John Balmforth

...*North Branford, Connecticut*...SANS Inc., the developer and exclusive licensor of Sony language learning software solutions, has recently announced that its reseller in the southeast region of the U.S., Crumley Labs, has opened a sales office in Atlanta, GA.

Crumley Labs, is a long established language learning technology company representing the SANS and Sony technologies. By having a central sales location in the southeast, they will be able to provide enhanced service to language education programs in Georgia, Florida, and Alabama.

John Balmforth, a seasoned professional with extensive experience in language learning technology and account management has been appointed as the sales manager for Crumley Labs. Before accepting the position, Balmforth enjoyed a long sales career with Sony Electronics Inc. in the area of language lab technology, professional display technology, and most recently as regional account manager for educational and government customers in the southeast. "I'm very excited to be working with the Crumley and SANS team providing language learning technology once again. The Sony Virtuoso™ and Soloist® digital language lab technology has come such a long way with innovative features to help language students and teachers. Also, other products like the SANSSpace™ VLE (Virtual Language Learning Environment) will open up so many more opportunities for collaborative language learning, said Balmforth."

According to Ron Remschel, president of SANS Inc., "John is a perfect fit as sales manager for Crumley Labs. His experience with language learning technologies and integration of a variety of Sony products for specific educational applications will add to our anticipated growth for SANS and Crumley Labs."

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About SANS Inc.:

SANS Inc., Software and Network Solutions, is the developer and exclusive worldwide licensor of Sony Language Learning Software. These include the widely used technology solutions of the Sony Virtuoso™ and Soloist® digital language lab software suite. This technology is the instructional choice of numerous, discerning language programs in the U.S. and around the world.

SANS also provides solutions for blended and virtual language learning with SANSSpace™ VLE. SANS is committed to providing software solutions that, first and foremost, address teaching and learning modalities and work within the IT framework of the school or government agency using the technology. SANS products are designed and developed in the United States. More at www.sansinc.com or info@sansinc.com.

Virtuoso and Soloist are trademarks of Sony Electronics Inc. Sony Virtuoso and Soloist software incorporate SANS and Sony Technology. SANSSpace is a trademark of SANS Inc.

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