



FOR IMMEDIATE RELEASE

Instructional Technologies, Inc. Sells Its Three Millionth Lesson

Vancouver, WA – February 28, 2011 – Instructional Technologies, Inc. (ITI), the leader in multi-media, interactive, web-based training for the trucking industry, today announced that it recently passed the three million lesson milestone. “Selling three million lessons is a testimony to the strides we have made in providing the best in Computer Based Training for professional drivers in the industry in North America today.” said Dr. James Voorhees, President and CEO of Instructional Technologies, Inc. “Fatalities for truck drivers are at an all time low and we'd like to believe that our 3 million + lessons played a small part in those numbers.”

Dan Rebsted, a driver with Arnold Transportation, an affiliated company of U.S. Xpress Enterprises, was recognized as the three millionth customer, and to celebrate this occasion, Dr. Voorhees will be personally presenting him with a commemorative ITI leather jacket.

U.S. Xpress was Pro-TREAD's first customer and remains a customer to this day. “Pro-TREAD's approach to training is the most efficient and effective that we've found and they remain a vital part of our safety program,” said Bob Viso, Vice President of Safety at U.S. Xpress.

“The rapid pace at which our lessons are being sold tells us that the trucking industry is looking for ways to improve their fleets' safety and reduce accident rates,” said Nathan Stahlman, ITI Director of Product Development. “It can take years to build a customer base like ours and we're optimistic about the innovation yet to come from ITI.”

About Instructional Technologies, Inc.

Instructional Technologies, Inc. stands alone at the top of the truck driver training market. Today they dominate the computer-based training market for the US and Canadian trucking industries, with their groundbreaking training programs, Pro-TREAD and Pro-TREAD In-Cab. With a constantly growing and thoroughly updated menu of over 70 interactive lessons, they train on average 70,000 drivers and warehouse workers every month. More information can be found at www.instructiontech.net.

About U.S Xpress Enterprises, Inc.

Founded in 1985, U.S. Xpress Enterprises is the nation's second largest privately owned truckload carrier, providing a wide variety of transportation solutions throughout North America. They are committed to being at the forefront of safety compliance, using comprehensive training for their staff and drivers and ensuring their trucks feature the latest safety innovations. With a dedication to minimizing their impact on the environment, U.S. Xpress is a SmartWay Transport Partner and was honored with a 2009 SmartWay Environmental Excellence Award. U.S. Xpress Enterprises' affiliates include Arnold Transportation Services, Smith Transport, Total Transportation of Mississippi, and Xpress Internacional. For more information, please visit www.usxpress.com.

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