



PRESS RELEASE

November 10, 2004

Experiencia, Inc. and Amherst Fund, LLC announce financing agreement.

Ann Arbor, MI, November 10, 2004 -- Amherst Fund, LLC and Experiencia, Inc. announced today that a financing agreement has been established between the two companies. Matt Turner, President and CEO of Amherst Fund, LLC will join the Board of Directors of Experiencia, Inc.

Experiencia, Inc. is a company that is pioneering a proprietary learning system, Immersive Learning™, that enhances and connects classroom and home instruction with vivid learning experiences at interactive simulation sites. Experiencia programs transform teaching and learning by bringing theory and best practices to life.

Amherst Fund, LLC, based in Ann Arbor, is a privately held investment company that specializes in private equity and community investment. Founded in 1998, Amherst Fund has invested in schools and hospitals in communities across the United States. Along with its community focus, Amherst Fund also partners with private companies through equity and debt investments. Seed and venture capital for small companies and joint ventures with other funds have included industries such as assisted living, electronic component manufacturing, robotic navigation, real estate, natural gas wells, landfill gas reclamation, banking, education, software, and medical devices and life sciences venture funds.

For further information please contact:

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